

AMERICAN GAS ASSOCIATION



NOVEMBER
1959

BLUE STAR HOME PROGRAM

Supplies the unity and impact necessary to win a greater share of the vital new home market.

SUPPORT...

this national effort geared to local conditions by joining Blue Star to your present builder program.

TAKE ADVANTAGE OF

- * Editorial support in major shelter, builder and trade media.
- * National advertising when a sufficient number of utilities join the Blue Star Parade—probably by Spring, 1960.
- * Builder promotion material available from A.G.A.'s Home Bureau.
- * National Convention exposure. Blue Star will be promoted at A.G.A., NAHB, N.R.L.D.A., N.A.P.C. Conventions. Also at Regional and State Conventions.
- * Information and idea exchange on construction news and builder promotions through A.G.A.'s Home Bureau.

BLUE
STAR
HOME



GO MODERN-GO GAS

BLUE
STAR
HOME



GO MODERN-GO GAS

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Wister H. Ligon

WISTER H. LIGON, a man conditioned to the rigors of competition, began his term as A. G. A. president by adopting a "full speed

ahead" campaign for the coming year. The "full speed" concept will be emphasized in the areas of research, promotion and advertising, public information, and gas industry harmony. President Ligon has stated that, if the gas industry is to build upon the foundations laid during the past years, we must open the throttle on all fronts in 1960. "We are equipped with the tools which, if translated into programs of action, will bring additional sales and wider customer acceptance for the gas industry," he says. President Ligon believes gas industry executives should spend less time talking in public about the competition's plans and progress, and do more talking about how the gas industry is going to hold and expand its markets. The new A. G. A. president has been in the thick of a stiff competitive situation for several years. As president of Nashville Gas Co., he has demonstrated his aggressive leadership by the successful operation of a company forced to compete with the Tennessee Valley Authority. A graduate of Georgia Tech, he has held gas utility positions in both sales and engineering. He has served for the past year as first vice-president of A. G. A. He also has been chairman of the Executive Conference Committee, a member of the Finance, General Convention, Gas Industry Development, and National Gas Industry Television committees, and chairman of the PAR Committee and the General Promotional Planning Committee. Mr. Ligon is a past president of the Southern Gas Association.

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WHAT?

COOPERATIVE INDUSTRY PROGRAM OF
BASIC TECHNICAL RESEARCH



YOUR INDUSTRY SAVES IN THESE RESULTS-ACHIEVE
NEW PROGRESS THROUGH PAR RESEARCH



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Gas leaders study decade ahead



The Peoples Gas Club Choral Group of The Peoples Gas Light and Coke Co. performed during the Monday morning general session

Gas industry leaders attending the A. G. A. convention in Chicago looked over the horizon into the decade ahead and gained an insight into what to expect in the "sizzling sixties."

Such distinguished speakers as the United States Secretary of the Interior, the president of the United States Chamber of Commerce, and the head of the National Aeronautics and Space Administration told delegates to the Oct. 5-7 meeting that, although the 1960's will present the greatest business challenge yet known, the period also will present major problems for the gas industry.

These problems, they said, will be especially noted in the fields of research, regulation, finance, and supply.

One general session speaker, Dr. Ezra Solomon, professor of finance at the University of Chicago, predicted that "The Fabulous Sixties" may not be so fabulous as we have been

led to suspect. He foresaw at least three recessions during the next 10 years, with the first coming in 1961.

Nearly 3,000 gas executives heard one of the best slates of speakers ever assembled for an A. G. A. convention. A new dimension was added to this year's general sessions. Addresses were dramatized with colorful visual presentations. Special rear-projection equipment was installed behind the speakers' platform to flash illustrations on a giant screen visible from any seat in the Conrad Hilton's Grand Ballroom, site of all general sessions.

J. Theodore Wolfe, president of Baltimore Gas and Electric Co., and retiring president of A. G. A., presided at each general session. The Peoples Gas Club Choral Group, with George Haase conducting, officially opened the convention by singing the official convention theme song to the tune of *Home on the Range*.

● Although the 1960's will present the greatest challenge, the

Other Wednesday morning speakers were (l. to r.) John H. Murrell and Carl O. Nickle



Fred A. Seaton, United States Secretary of the Interior, spoke on Wednesday morning

E. D. Canham, Dr. Ezra Solomon, and G. R. Perrine (l. to r.) spoke on Tuesday morning

During Tuesday session, A. G. Seaton, J. F. Seaton, E. H. Seaton

Following the invocation, a welcome to the city by an administrative assistant to Chicago's Mayor Richard J. Daley, and a salute to associated organizations, a report on the A. G. A. treasury was given by Treasurer Vincent T. Miles, treasurer of Long Island Lighting Co. Mr. Miles revealed that the treasury is currently enjoying a healthy condition.

The opening address was given by Mr. Wolfe, whose annual "President's Report" was entitled the same as the convention theme, "New Horizons for Growth And Service." The theme for the opening general session was "New Horizons for Gas Research."

Mr. Wolfe said that the gas industry will treble its research activities by 1965. He estimated that money allocated for this vital facet of the industry will advance from the current \$4.8 million to some \$15 million. A. G. A. alone will boost research spending by 39 per cent in 1960—from \$1.8 million to \$2.5 million, he said. "This will be the first step in a longer term effort to raise the Association's co-operative research expenditures to \$6 million by 1965," he said.

Mr. Wolfe (the complete text of his address begins on page 15) also emphasized that the quality of gas appliances is rapidly replacing price as the major selling point. He credited the Gold Star program for a major share of this movement.

"For an industry which has been so price-conscious," he said, "this constitutes a break with tradition. It reflects our growing recognition that the buying public, now enjoying the highest level of spendable income in our nation's history, is more concerned with quality than price."

Mr. Wolfe also said that gas utility and pipeline companies will be serving one-third more customers by 1970 when customers will total 45 million, compared with today's 33 million. He also forecast that industry sales of gas will double the present 80 billion therms a year, and that gross plant investment, now \$18 billion, will be 2½ times greater in 1970.

In another Monday general session address, Edward A. Norman, president of the Gas Appliance Manufacturers Association, said that the gas equipment industry is "readier than ever" to meet the demands of the 1960's.

ngon, the period also will produce some major gas industry problems



tion, A. G. A. honored these past presidents (l. to r.): W. C. Beckwith, E. H. Ecker, D. H. Mitchell, C. H. Zachry, and R. W. Otto



The Monday morning general session speakers were (l. to r.): J. Theodore Wolfe, E. A. Norman, Dr. T. Keith Glennan, and Vincent T. Miles

Visualizing from two to three million housing starts a year as the rule rather than the exception, Mr. Norman, president of the Norman Products Co. of Columbus, Ohio, painted a glowing picture of the gas industry's market potential and its ability to meet the challenge posed by a national population that is expected to rise to 200 million in the next decade.

He urged members to consider the impact of "our combined capital outlay of \$22 billion in the production, transmission, distribution, and utilization of gas," not only on this nation's economy, but also in the light of "how mighty a contribution this industry is making to the social welfare."

Mr. Norman pointed out also that gas is "playing a prominent role in almost every phase of defense production, and has come closer than any other heat source to supplying the atmospheres needed to condition metals to the orbiting speeds of space research." He mentioned the use of gas equipment in the construction of the Synchrotron at Brookhaven, N. Y., National Laboratory which he said by 1960 "will give American science its mightiest atom-smashing machine."

In looking ahead to the years of some three million housing starts, Mr. Norman said that the average gas appliance manufacturer also is aware that "in the not-too-distant future," major home modernization projects each year will come to "several times the number of new-home starts."

He said that such projects will be essential if this country is to maintain its barely adequate housing inventory. "In each of the next few years, one of every five families will move to another state or another community, and certainly to another home, thereby creating a new need for our products and services," he added.

Dr. T. Keith Glennan, administrator of the National Aeronautics and Space Administration, compared the "battle for space" with the "battle of the fuels" during Monday's final general session address. He said that the gas industry, if it is to maintain its current march forward and remain abreast or ahead of the competition, must continue to devote a larger fraction of its efforts and resources to research and development.

"Obviously, the gas industry must face the prospect of



During the Monday morning general session, A. G. A. paid tribute to its associated organizations and their leaders

acquiring qualified people in larger numbers, providing adequate facilities and equipment, and establishing a total climate of employment that will be conducive to productive efforts in these fields," he said.

"The gas industry must also remember that its competitors are striving to capture and expand the same markets for energy that the gas industry is seeking," he added.

On the national scene, Dr. Glennan said that in a race where there are only two participants—the United States and Russia—our nation cannot run second very long and still talk realistically about world leadership. He said the United States is "no farther behind Russia today than yesterday" in the "battle for space." He added that we are now at least a year behind the Soviet Union and we have no assurance we will be on an equal footing with the Russians some 12 months hence.

"We are not able to match the Soviets in the space fight because we have not been able to create a sufficient propulsion capacity to match the Russian space successes," he said.

The Oct. 6 general session theme was "New Horizons for Legislation, Finance, and Regulation." The featured speakers were Erwin D. Canham, president of the United States Chamber of Commerce and editor of *The Christian Science Monitor*; Dr. Solomon; and George R. Perrine, chairman of the Illinois Commerce Commission.

Speaking on "The World and National Outlook," Mr. Canham placed the American businessman "in the front lines of the Cold War, because the war is being waged increasingly on economic battle fields."

He said the American businessman finds added responsibilities in light of the changing relationships between the East and the West because the Soviet desperately wants to acquire many American products, such as machine tools and complicated technical contrivances, which would add muscle to Russian industry and step up its military power.

The Russians even propose buying whole American factories, he said.

"Our responsibility," he said, "is that we must decide whether to send them what they want, even though it means selling our hard-won experience in the bargain, even though

it means that our patent rights may not be respected, and even though it might strengthen Russian military and industrial power."

Saying that he did not know the inclusive answer to this question, he added that he didn't propose shunning all trade with Russia. "However, we must proceed with caution. As we form ranks to meet the Soviet threat, we must be careful to avoid weakening our private enterprise structure," he warned.

Dr. Solomon, who predicted at least three recessions for the decade ahead, said he felt the downtrends would be milder than those in the 1950's "because we now have developed better shock absorbers for these periods." He said that in the 1960's, the active age group will expand by 30.5 per cent, and that the other age groups will increase by 20 per cent. This will bring about less tightening in the labor market and less pressure to substitute capital for labor in industry.

"On the other hand," he said, "the big bulge in youngsters during the 1950's will be moving into the family formation groups and this will mean large demands for consumer capital goods such as homes, equipment, and government services. The fact that the present structure of demand is more heavily concentrated on durable goods and construction, and less in nondurable goods and services, will lead to stronger initiating forces of disturbances than we have had since the war," he explained.

Dr. Solomon said the upcoming recessions will be milder than in the past, partly because consumer incomes are virtually insulated from changes in the level of output.

Mr. Perrine closed the Tuesday general session with a stirring address entitled "New Horizons for Regulation, Too." He emphasized that the Illinois Commerce Commission is not attempting to write new laws, but rather, is trying to interpret the existing law so that it may issue orders in accordance with the law.

He said that the success or failure of the gas industry depends upon several important cogs, with each cog being of equal importance. "The production, transmission, distribution, financing, legislation and regulation of the gas industry are

(Continued on page 21)

Officers, Section leaders elected



New A. G. A. officers are (l. to r.) E. H. Smoker, second vice-president; L. T. Potter, first vice-president; Wister H. Ligon, president; and Vincent T. Miles, treasurer

PRESIDENT

Wister H. Ligon, president, Nashville Gas Co., Nashville, Tenn.

FIRST VICE-PRESIDENT

L. T. Potter, president, Lone Star Gas Co., Dallas, Texas.

SECOND VICE-PRESIDENT

E. H. Smoker, president, The United Gas Improvement Co., Philadelphia, Pa.

TREASURER

*Vincent T. Miles, treasurer, Long Island Lighting Co., Mineola, N. Y.

RETIRING PRESIDENT

J. Theodore Wolfe, president, Baltimore Gas and Electric Co., Baltimore, Md., became a director upon completion of his term as A. G. A. president.

DIRECTORS—elected for two-year terms

Wendell C. Davis, president, Cribben and Sexton Co., Chicago, Ill.

Buell G. Duncan, president, Piedmont Natural Gas Co., Inc., Charlotte, N. C.

*Robert E. Ginna, chairman of the board, Rochester Gas and Electric Corp., Rochester, N. Y.

Elisha Gray II, chairman of the board, Whirlpool Corp., St. Joseph, Mich.

Hall M. Henry, president, NEGEA Service Corp., Cambridge, Mass.

John E. Heyke, president, The Brooklyn Union Gas Co., Brooklyn, N. Y.

Oakah L. Jones, vice-president and general manager, The Consumers' Gas Co., Toronto, Ontario, Canada.

Ralph T. McElvenny, president, Michigan Consolidated Gas Co., Detroit, Mich.

S. Lloyd Nemeyer, president, Milwaukee Gas Light Co., Milwaukee, Wis.

*Ed Parkes, president, United Gas Corp., Shreveport, La.

*John C. Parrott, president, Roanoke Gas Co., Roanoke, Va.

John W. Partridge, president, United Fuel Gas Co., Charleston, W. Va.

N. R. Sutherland, president, Pacific Gas and Electric Co., San Francisco, Calif.

*S. D. Whiteman, president, Kansas-Nebraska Natural Gas Co., Inc., Hastings, Neb.

John H. Wimberly, president, Houston Natural Gas Corp., Houston, Texas.

ACCOUNTING SECTION

Chairman—C. H. Mann, treasurer, Columbia Gas System Service Corp., New York, N. Y.

Vice-Chairman—Reinhold H. Johnson, general auditor, The Brooklyn Union Gas Co., Brooklyn, N. Y.

GENERAL MANAGEMENT SECTION

Chairman—Otto W. Manz, Jr., executive vice-president, Consolidated Edison Co. of New York, Inc., New York, N. Y.

Vice-Chairman—Gordon C. Griswold, vice-president and treasurer, The Brooklyn Union Gas Co., Brooklyn, N. Y.

INDUSTRIAL AND COMMERCIAL SECTION

Chairman—F. A. Kaiser, vice-president and general sales manager, Michigan Consolidated Gas Co., Detroit, Mich.

Vice-Chairman—L. J. Fretwell, director, commercial and air conditioning sales, Oklahoma Natural Gas Co., Tulsa, Okla.

OPERATING SECTION

Chairman—J. T. Innis, vice-president, Northern Natural Gas Co., Omaha, Neb.

First Vice-Chairman—Samuel W. Horsfield, vice-president, Long Island Lighting Co., Garden City, N. Y.

Second Vice-Chairman—H. L. Fruechtenicht, director of gas procurement and development, Consumers Power Co., Jackson, Mich.

RESIDENTIAL SECTION

Chairman—H. William Doering, manager, heating department, Springfield Gas Light Co., Springfield, Mass.

Vice-Chairman—John J. McKearin, general sales manager, Laclede Gas Co., St. Louis, Mo.

* Re-elected

*A. G. A. only large group to win
National Safety Council's 1959 award*

AWARDS

Awards are presented for top achievements



Distinguished
Service

President J. Theodore Wolfe (l.) presents A. G. A.'s
Distinguished Service Award to Christy Payne, Jr.

The individuals and companies who have made major contributions to gas industry progress during the past year were awarded special recognition at the A. G. A. convention.

The winners were selected by panels of judges in the various fields. The awards were presented by J. Theodore Wolfe, retiring president of A. G. A. and president of Baltimore Gas and Electric Co.

In a related development, A. G. A. received the National Safety Council's 1959 association award for activities promoting occupational safety among the gas industry's 206,000 utility and pipeline company employees.

Howard Pyle, president of the council, presented the safety award to Mr. Wolfe for A. G. A.'s "well balanced nature and continuing expansion of its occupational safety program and activities." A. G. A. was the only large national organization to receive a 1959 council award.

The gas industry's accident frequency rate reduction of 23 per cent during the past five years is almost twice as great as the all-industries improvement rate of 14.5 per cent for the same period.

The Distinguished Service Award, A. G. A.'s highest honor, was presented to Christy Payne, Jr., vice-president, The Peoples Natural Gas Co. The award, which was established in 1929, is given annually "to the individual who has recently made the most outstanding contribution to the general interest of the gas industry." Mr. Payne, who has long been active in A. G. A.'s Residential Gas Section and PAR program, was cited for his efforts in preserving and expanding the industry's kitchen load.

"Mr. Payne, as chairman of the Gold Star Gas Appliance Committee, has spearheaded the most comprehensive and greatest sales promotion campaign in the history of the gas industry," said Mr. Wolfe. "He has devoted untiring effort to every phase of the 'Gold Star' program, including the development of original specifications and the enlistment of range manufacturers in a coordinated campaign which will encompass \$30 million in its first year alone. He is the man who has done more than anyone else to establish the 'Gold Star' from coast to coast as the new buying guide for the highest quality ranges."

Mr. Payne is a member of A. G. A.'s Task Force Builders Committee and is a past chairman of its General Pro-

motional Planning Committee.

Winner of A. G. A.'s third annual Public Relations Achievement competition was Michigan Consolidated Gas Co., which was honored for "the year's outstanding contribution to greater understanding of the gas industry and modern gas service" from among 31 entries submitted by United States and Canadian companies.

The winning program, which was first judged best in the School Activities competition, was based on the utility's educational exhibit, "Gasarama," which has been viewed by nearly 150,000 high school and college students in Michigan since its inception late last year.

The theatrical production, which is presented by employees of the company, dramatizes the convenience, versatility, and safety of natural gas; and shows how gas is produced, transported thousands of miles, and delivered automatically to homes and industry. "Gasarama" is a continuing program that will be kept up to date for school audiences as new developments occur in the gas industry.

In addition, five companies received first-place awards in specific classifications. They were Consumers Power Co., stockholder relations; Milwaukee Gas Light Co., community relations; Northern Illinois Gas Co., employee relations; Pacific Gas and Electric Co., customer relations; and Washington Water Power Co., a classification for a special project dealing with the merger of its electric operations with a gas company.

Honorable mention certificates were awarded to Baltimore Gas and Electric Co., Cascade Natural Gas Corp., Iowa-Illinois Gas and Electric Co., Minnesota Valley Natural Gas Co., and Mystic Valley Natural Gas Co.

Mr. Wolfe presented to Michigan Consolidated Gas a handsome 18-inch trophy symbolizing the progressive spirit and service character of the gas industry. Three graceful arches form a pyramid from which rises a blue-tinted, flame-shaped pillar. On the base of the trophy are encribed the three major dimensions of sound public relations—"integrity, enlightenment, achievement."

Six-inch desk replicas of the trophy were presented to the six companies that won the first-place awards.

The Order of Accounting Merit Awards were presented to six industry executives. These awards are conferred on members of A. G. A.'s Accounting Section for outstanding service to the



Home Service Achievement

President Wolfe (l.) presents Home Service Achievement Awards to (l. to r.) R. A. Malony, Dorothy O'Meara, Mary Louise Bohn, Elsie Alcorn, Doreen Engle, and W. T. Jebb (for Barbara Tracy, not shown)



Public Relations

The winners of A. G. A.'s Public Relations Achievement Award are (l. to r.) Philip Beckman, Fred A. Kaiser, Anthony Geracie, Noble D. Travis, George W. Ryerson, O. E. Frye, K. M. Robinson, and R. P. Briggs



Safety Achievement

Safety winners are (l. to r., front) W. T. Jebb, H. A. Hoenhe, W. T. Bulla, L. H. Schuetz, H. L. Dalbeck, C. MacD. Swan; (rear) C. E. Utermohle, E. B. Hedges, W. T. Thagard, C. D. Kentner, T. M. Temblin, Jr., H. D. Clay



A. G. A. 1959 Safety Award Howard Pyle (r.), president, National Safety Council, presents Council's safety award to President Wolfe

AWARDS



Industrial-Commercial T. Z. Dunn holds award presented by (l. to r.) J. H. Moore, Jr., F. T. Brooks, and Harold Springborn

industry in accounting and related activities. Only 62 such awards have been made since 1919.

Candidates are selected on these bases: active A. G. A. committee work; leadership through service as an Accounting Section officer, coordinator, or committee chairman; or authorship of a major written work that is of interest and benefit to utility accounting and that is published in a national magazine.

This year's winners were George F. Dixon, property records supervisor, Milwaukee Gas Light Co.; Henry R. Flanagan, manager, customer service department, Philadelphia Electric Co.; Edgar R. Mellon, assistant to the senior vice-president, Washington Gas Light Co.; Charles J. Nichols, auditor, Baltimore Gas and Electric Co.; Claude F. Wahli, customers accountant, Knoxville Utilities Board, Knoxville, Tenn.; and Emmet T. White, assistant to the manager of customer billing, Public Service Electric and Gas Co.

The winner of the Industrial-Commercial Achievement Award was Thomas Z. Dunn, commercial sales manager, The Ohio Fuel Gas Co. The award, which was established in 1957, is sponsored by The Moore Publishing Co.

Mr. Dunn won the 1958 PEP (Performance, Economy, and Profit) Award presented by A. G. A.'s Industrial and Commercial Gas Section. He was formerly chairman of the Section's Water Heating and Steam Generation Committee and of the Task Force Committee that prepared the reference section of the A. G. A. pamphlet, *Water Heating for Commercial Kitchens*. Active on the Section's Education, Food Service, Promotion Advisory, and Managing Committees, he will serve as 1960 chairman of the Food Service Committee.

Under Mr. Dunn's guidance and chairmanship, The Ohio Fuel Gas Co. held a water sanitation workshop in southwest Ohio in 1958. This was the first time that the gas industry had joined with health officers and school executives to work on a specific problem, which in this instance was hot water.

Edwin F. Trunk, chief engineer, Laclede Gas Co., won the Distribution Achievement Award of A. G. A.'s Operating Section.

This award, donated by American Meter Co., is given annually to an individual who has made either an outstanding contribution to the science and art of gas distribution during the cur-

rent year or an outstanding contribution that has gained acceptance during the past five years.

Mr. Trunk applied the Hardy Cross method of distribution network analysis and the McIlroy analog computer to distribution design work.

Mr. Trunk has served on many A. G. A. committees and was chairman of the Distribution Committee in 1956.

The Operating Section's Awards of Merit were presented to 21 gas industry engineers. These awards are made annually to individuals for "having faithfully and constructively served the American gas industry and made continuous and extensive contributions to further the interests and promote the welfare of the industry and of the public to which it is dedicated."

Recipients of the awards included Amos H. Abbott, retired gas engineer (formerly with Northern States Power Co.); J. G. Barnhart, superintendent, compressor station department, Natural Gas Pipeline Co. of America; J. R. Beckwith, radio engineer, Washington Gas Light Co.; Rex V. Campbell, general superintendent, American Louisiana Pipe Line Co.; and N. P. Chesnutt, chief engineer, Southern Union Gas Co.

Other award winners were B. J. Clarke, vice-president in charge of engineering and research, The Columbia Gas System Service Corp.; W. F. Crutchley, chief dispatcher, Consolidated Gas System, Consolidated Natural Gas Co.; M. S. David, manager of engineering and development, Boston Gas Co.; D. L. Drake, assistant superintendent, distribution, Baltimore Gas and Electric Co.; and T. J. Dwyer, general superintendent, gas operations, Baltimore Gas and Electric Co.

Additional winners were L. L. Elder, supervisory engineer, The Columbia Gas System Service Corp.; Professor Samuel H. Graf, consultant, Corvallis, Ore.; W. B. Haas, vice-president in charge of the northern region, Northern Natural Gas Co.; B. E. Hunt, gas distribution design engineer, Illinois Power Co.; L. R. Kirk, chief geologist, The Ohio Fuel Gas Co.; P. W. Kraemer, vice-president of operations, Minneapolis Gas Co.; H. T. Maloney, assistant to the assistant director, production department, Philadelphia Gas Works, division of The United Gas Improvement Co.; H. B. McNichols, gas measurement engineer, The Columbia Gas System Serv-

(Continued on page 29)



Distribution Award President Wolfe (l.) presents the 1959 Distribution Achievement Award to E. F. Trunk of Laclede Gas Co.



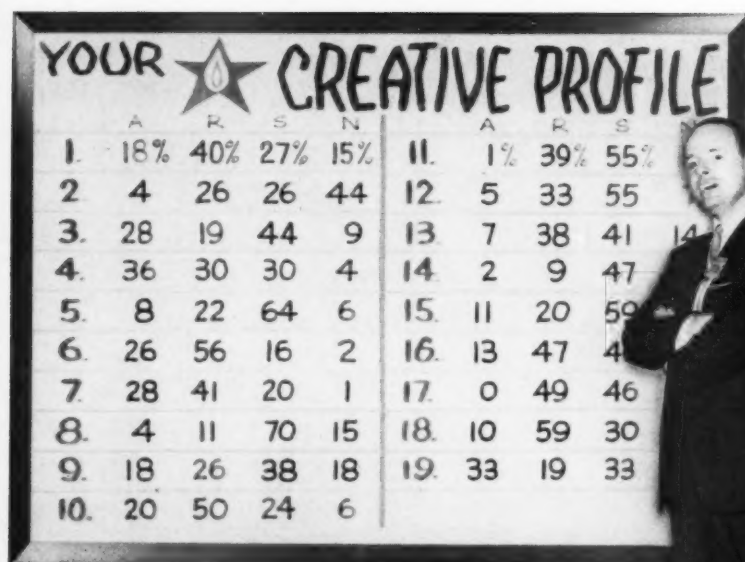
Accounting Merit Mr. Wolfe honors (l. to r.) C. J. Nichols, E. R. Mellon, H. R. Flanagan, G. F. Dixon, E. T. White, and C. F. Wahli



Operating Merit Fifteen of the 21 gas industry engineers who won the Operating Section's Award of Merit are pictured here

*The gas industry, as well as the entire nation,
needs individuals who can create their own original ideas if we are
to continue progressing, final luncheon guests told*

Are your ideas really yours?



Dr. G. Herbert True closed the convention with an address entitled "New Horizons for Sales." The chart shows results of creative survey he made to determine creativity of 1,000 gas industry leaders

Are your ideas warmed-over stuff, or are they dynamic and really yours?

This question was asked by Dr. G. Herbert True, noted writer, lecturer, and creativity consultant, when he spoke before gas leaders attending the final luncheon at the A. G. A. convention.

"We need individuals who can create their own ideas if our nation is to continue progressing," he declared.

He said that the greatness of an individual is "in being different," and reminded his audience that "a committee could never have painted the Mona Lisa."

Dr. True, director of creativity research, Visual Research, Inc., Chicago, and a former University of Notre Dame professor, used slides and props to illustrate his talk on "New Horizons for Sales." He said that his address might also have been titled "Creativity—A Professional Approach."

Dr. True said that a man has three stages: he chases women; he chases money; and he chases immortality or God. During the last stage, he asks himself these questions: "Where am I? Where am I going? What am I doing about where I am going?"

The imaginative period for man ranges from 21 to 39, he said. "Man is inventive from 40 to 60, and, at about 60, he develops a philosophy—the greatest thing of all," he said.



Seated at the head table during the convention's Final Luncheon meeting were (l. to r.): Mrs. C. S. Stackpole, Eskil I. Bjork, Mrs. J. Theodore Wolfe, Secretary of the Interior Fred A. Seaton, A. G. A. President Wolfe, Mrs. Wister H. Ligon, Dr. G. Herbert True, Mr. Ligon, Mrs. Bjork, Mr. Stackpole, and Mrs. J. J. Hedrick. Mr. Hedrick, also at the head table, was not present when the picture was taken

He added that experience is another great tranquilizer. "If you are doing something you did this time last year, you had better stop and think," he warned. "If you are doing something you did three years ago, bring in someone else; you are stagnant. And if you are doing the same thing you did five years ago, you had better start all over."

Dr. True said that man's ability to grow depends upon his willingness to relinquish what he has held and upon his willingness to experience anxiety.

He gave this advice to men who think they are slowing down at the age of 40: "By the time you are 55, man's life expectancy will be 80, which means that you are only half through your life at age 40. Are you going to quit planning and dreaming at this stage?"

He said that it is not how old you are, but how bold you are that counts. "A man with a real creative spark is neither too young nor too old to create," he said. "Look at the men who, down through the ages, have succeeded in their greatest accomplishments late in life," he suggested. He cited Henry Ford, who left The Detroit Edison Co. at age 42 to tinker with a car.

How do you overcome mediocrity? Dr. True said that you only have to take a man with open-mindedness and sensitivity, place him in an atmosphere that encourages constant creative thinking,

and encourage him to think differently from the way he did last year, last month, or last week.

And by all means, he said, avoid hiring people who think just as you do. "This is a one-way street to conformity, to mediocrity, to oblivion."

Several weeks before Dr. True's final luncheon address, he obtained a cross section of the creative thought habits of gas industry executives in a survey that he sent to 1,000 gas men throughout the United States.

The purpose of the study was to attempt to determine whether or not a creative process exists for America's leading gas industry executives, and, if the process does exist, to determine the extent or degree to which these executives recognize it.

The survey included 19 questions, each of which could be answered in one of these four ways: always (A), regularly (R), sometimes (S), and never (N).

The results of the survey appear below and in the chart on page 12. The numbers in the answers below represent percentages.

These questions were asked by Dr. True:

1. Do you do your best and most imaginative work under certain physical conditions, such as when you are sleepy

or hungry, in the rainy weather, at a special time of day or night, etc.?

A, 18; R, 40; S, 27; N, 15.

2. Do you tune up for top-level creative, idea, or problem challenges by reading such things as industry success stories, lives of successful men, and/or other works of literature, or by delving into art, music, etc.?

A, 4; R, 26; S, 26; N, 44.

3. Do you get your best ideas when a problem is clearly outlined with all the specific limitations and goals established?

A, 28; R, 19; S, 44; N, 9.

4. When you are permitted to do random probing and nondirected, generalized thinking about a problem before the specific limitations and boundaries are established, do you come up with better ideas and solutions?

A, 36; R, 30; S, 30; N, 4.

5. Do false starts and numerous futile attempts to get going typify early idea attempts?

A, 8; R, 22; S, 64; N, 6.

6. When you fail in your concentrated efforts to solve a specific problem, do you go back and redefine the problem and look for new relationships?

A, 26; R, 56; S, 16; N, 2.

7. If you continue plugging and exerting effort, do your thoughts and ideas finally become organized into a coherent solution?

A, 28; R, 41; S, 20; N, 1.



Newly elected A. G. A. President Wister H. Ligon (r.) presents scroll citing industry's appreciation for distinguished leadership provided by Mr. Wolfe

8. After working on a problem or idea for some time, do you experience moments when failure seems evident?

A, 4; R, 11; S, 70; N, 15.

9. Do you attempt to overcome this feeling by doing such things as eating, reading, smoking, pacing up and down, listening to music, or reading a classic poem?

A, 18; R, 26; S, 38; N, 18.

10. When engulfed in a major problem or project, do you daydream or nightdream about it and do ideas keep popping into your head?

A, 20; R, 50; S, 24; N, 6.

11. Do your greatest ideas appear suddenly when you are doing something unrelated to the problem or idea itself?

A, 1; R, 39; S, 55; N, 5.

12. Do your best ideas materialize

after you grope, struggle, give up, return, and perhaps quit again, but just keep trying?

A, 5; R, 33; S, 55; N, 7.

13. Is there a particular place and/or activity in which your ideas appear or come to the surface (such as while shaving, driving to work, just before going to sleep, etc.)?

A, 7; R, 38; S, 41; N, 14.

14. Do you have at least five good ideas a day?

A, 2; R, 9; S, 47; N, 42.

15. When you get an idea, do you immediately write it down?

A, 11; R, 20; S, 59; N, 10.

16. As soon as you have a good business idea, do you tell someone else about it?

A, 13; R, 47; S, 40; N, none.

17. After having a good idea, do you experience a period of evaluation in which you become more critical the longer you let the idea cool?

A, none; R, 49; S, 46; N, 5.

18. After working on an idea for some time, and even though it appears to be accepted by those who can use it, do you still work on revising and improving it?

A, 10; R, 59; S, 30; N, 1.

19. Is it your feeling that having a good idea is easier than selling or executing such ideas?

A, 33; R, 19; S, 33; N, 5.

Rheem Manufacturing acquires control of Ruud Manufacturing

RHEEM Manufacturing Co. has acquired control of Ruud Manufacturing Co.

Ruud will operate as a subsidiary of Rheem, but the separate identity of Ruud products will be maintained. No significant changes are contemplated in either Ruud's sales and distribution policies or its management and personnel.

Rheem will make an offer to Ruud's shareholders for the purchase of their shares. Rheem will have the option to use a combination of cash and Rheem shares to purchase the Ruud shares. The total valuation of Ruud shares approximates \$2,500,000. There are 190,000 shares of Ruud common stock outstanding.

The completion of the acquisition is contingent on the approval of 80 per cent of the Ruud shareholders and on several other requirements.

Ruud has its headquarters and main plant facilities in Kalamazoo, Mich. It also maintains a Canadian operation in Mimico, a suburb of Toronto. Rheem plans to continue operating both facilities.

Rheem manufactures steel and fiber shipping containers; automatic storage water heaters and other heating and air conditioning equipment; semiconductors and other electronic equipment; bathroom fixtures; teaching machines, sound systems, and language laboratories for schools and industry; food processing and handling equipment; and automotive parts.

Ruud produces residential and commercial gas water heaters and house-heating boilers. Rheem's 17 United States plants are located

in Linden and Metuchen, N. J.; Chicago; Newcastle, Del.; New Orleans; Monaca, Pa.; Sparrows Point, Md.; Houston; Tacoma, Wash.; and Fullerton, Mountain View, Richmond, South Gate, Stockton, Los Angeles, and Vernon, Calif. In addition, it has 21 manufacturing facilities in 15 foreign countries.

Dunne named A. G. A. officer



C. J. Dunne

CHARLES J. DUNNE, assistant treasurer, Long Island Lighting Co., has been named an assistant treasurer of A. G. A. The appointment was made by the Association's Board of Directors. Mr. Dunne joined Long Island Lighting in 1925. He served in the general accounting department as a clerk-

accountant and then as manager of the materials and supplies division until 1953, when he became a staff assistant in the treasury department. He became assistant treasurer in 1954.

M. G. Peck heads boiler firm



M. G. Peck

PENNSYLVANIA RANGE BOILER CO. has named Milton G. Peck chairman of the board. Mr. Peck was formerly vice-president and director of sales and advertising for Gar Wood Industries, Inc., Wayne, Mich. Before that, he was sales manager of the electrical industrial truck

division of Clark Equipment Co., Battle Creek, Mich., and sales manager of the industrial truck division of Yale and Towne Manufacturing Co., Philadelphia.

President sees gas research programs trebling by 1965

By J. THEODORE WOLFE

*President
American Gas Association
President
Baltimore Gas and Electric Co.*

Whether by tradition or because of the bylaws, there seems to be no way by which the delegates to an A. G. A. convention can avoid listening to an address by the retiring president. They are not in a position to defend themselves as did a man I heard the other day when he was buttonholed by one of his friends. The friend asked, "Have I told you about my new granddaughter?" and the man quickly responded, "No, and I appreciate it very much."

So long as we are yielding to tradition, I may as well yield completely and begin this swan song by saying that I approach the end of my term with mixed emotions.

Lest any of my successors or would-be successors kid himself into thinking that the presidency of A. G. A. is an honorary position, let me warn him that it is a real job. Only because of A. G. A.'s perfectly wonderful staff is it humanly possible for any one man to discharge the duties of chief executive in his own company and, at the same time, serve effectively as president of one of our nation's largest and most vigorous trade associations. Looking at the purely physi-

cal aspects of the job, I must confess to a feeling of relief in contemplating the life of comparative leisure which begins two days from now.

But there is no denying it: this feeling of relief is mixed with a genuine twinge of regret. What a great experience this past year has been.

For me, the past year has been a year of travel. Ofttimes accompanied by Mrs. Wolfe, sometimes alone, I made 37 trips, covering upwards of 50,000 miles. My journeys up, down, and across this country of ours took me 12 times to New York; five times to Chicago; three times to Washington; twice each to Dallas, New Orleans, Cleveland, and Boston; and once each to Point Clear, Ala.; Savannah; Des Moines; Miami Beach; Denver; Colorado Springs; Pocono Manor, Pa.; Victoria, B. C.; and Los Angeles.

In addition, while there was no meeting there, I also visited Fort Worth, where I was presented with a 10-gallon hat and made an honorary citizen of that thriving city. From now on, just call me "Tex."

Hopefully for the gas industry, and most certainly for me, the past year has been a year of gain.

While the industry was setting new records in customers served, in gross plant investment, in revenues, and, best of all, in net earnings, I set new records in avoirdupois: eight pounds in Dallas, six pounds in New Orleans, seven pounds in Boston, five pounds in Victoria, and six pounds in Los Angeles for

a grand total of 150 pounds. Fortunately, there were intervals at home when Mrs. Wolfe provided a diet of soft boiled eggs and high protein bread. So the net gain was only five pounds.

The past year has also been a year of inspiration.

You cannot imagine the thrill it is to find so many wonderful people working together to keep this great industry on the path of progress.

There is that wonderful A. G. A. staff that I mentioned before: my long-time friend and singing companion, noted linguist, and the best salesman the gas industry ever had, Chet Stackpole, our managing director; one of the best informed and most conscientious men in the industry, John West, our assistant managing director; the able and oh-so-diplomatic director of our Laboratories, Frank Hodgdon; that genial gentleman from the South who ably directs our PAR program, Wik Wikstrom; that pipe-smoking expediter who carries out your instructions even before you give them, Harold Walker, our assistant to the managing director; our efficient secretary and imaginative convention manager, Jac Cushman; and the alert and circumspect manager of our Washington office, Curtis Morris. I should not have started this because time just does not permit me to mention all of the many outstanding people who are working hard, and working successfully, to see that we get full value for every dollar of our A. G. A. dues, our PAR subscriptions, and our Laboratory fees. However, I shall take

(Mr. Wolfe presented this address during A. G. A.'s 41st annual convention in Chicago last month.)

time to say that all the members of the A. G. A. staff deserve to stand up and take a bow.

The A. G. A. staff, however, was only one of the sources of inspiration. It was a thrill, too, to find so many strong and aggressive allied organizations working in harmony with A. G. A. to achieve the industry's objectives. These organizations included the Gas Appliance Manufacturers Association, the Independent Natural Gas Association, the Canadian Gas Association, the New England Gas Association, the Southern Gas Association, the Pacific Coast Gas Association, the Mid-West Gas Association, and many others.

The greatest thrill of all, however, was to meet the thousands and thousands of enthusiastic people, all over the country, who have dedicated their working lives to the gas industry, who are thoroughly sold on it, and who in turn are selling it to Mr. and Mrs. America. What a powerful team we have!

The past year has also been a year of challenge.

Stung by the effectiveness of the gas industry's sales and promotional attack, competitive industries have mounted what they doubtless hope will be effective counterattacks.

First, the electric industry, through its trade association, the Edison Electric Institute, launched its electrical living program with a first-year appropriation of \$2.5 million.

Then the oil industry, through the American Petroleum Institute, undertook a \$3 million program to promote oil heat.

Finally, a group of railroads and coal mine operators joined with the United Mine Workers and a few large coal consumers to form the National Coal Policy Conference, whose objective is to recapture for the coal industry markets that have been lost to oil or gas. For some elements in the gas industry—notably the pipeline companies and those distributing companies whose supplies of natural gas at economical prices depend on substantial sales for industrial use—this challenge may prove the most serious of all.

Believing as I do that competition is the spice of life, I find no cause for alarm because the industries that are competing with gas for the nation's energy markets have seen fit to launch these counterattacks. The concern of these competitors is a tribute to our efforts. I do find cause, however, for con-

stant vigilance, closer teamwork, and ever-expanding effort at both the national and local levels.

Spearheading this expanding effort is our continued sponsorship of *Playhouse 90*, a proven vehicle of great prestige that has furnished a nearly perfect backdrop for those wonderful commercials by America's most persuasive saleslady, Julia Meade.

Scientific measurements of the trends among viewers and non-viewers of *Playhouse 90* in their attitudes toward gas have convinced us beyond the shadow of a doubt that our message is getting across.

On Oct. 1, before an audience of 25 million television viewers, the gas industry ushered in its fourth season as sponsor of television's most distinguished dramatic series. I am pleased to announce that, during this season, A. G. A. is one of only three sponsors of *Playhouse 90*. This means that 23 per cent more commercial time is devoted to selling gas to our customers and prospective customers.

TV activity at peak

Thanks to the leadership of Clare Zachry and the devoted efforts of his Television Committee, industry participation in national television has reached an all-time high. As a consequence, gas can look forward to an expanded campaign in the most powerful and most persuasive advertising medium yet known to man. But this is only a part, albeit a vital part, of our answer to the competitive challenge.

In at least four important areas, the past year has been a year of decision.

The "Gold Star" program, launched in January, implements a decision by our industry to concentrate its sales and promotional effort on gas appliances of top quality. For this, I feel like shouting "hip, hip, hooray."

For an industry that has been so highly price-conscious, this decision constitutes a break from tradition. It reflects our growing recognition that the buying public, which is now enjoying the highest level of spendable income in the history of our nation or any other nation, is even more concerned with quality than with price. The earth has not yet rocked on its foundations from the impact of this new program, and there may still be some among us who are skeptical as to its ultimate effectiveness, and I would be most pleasantly sur-

prised if there were not some chiseling by those who wish to reap its benefits without sharing its cost. Nevertheless, I firmly believe that the decision to go ahead with the "Gold Star" program, first on ranges and later on other appliances, will open up "New Horizons for Growth and Service."

And so will the decision made by A. G. A.'s Board of Directors last June to embark on an expanded program of cooperative industry research. After careful study and full discussion at the executive conference, a report by Battelle Memorial Institute recommending such a program was adopted in principle. The board of directors also authorized a 39 per cent increase in the PAR research budget for 1960, from \$1.8 million to \$2.5 million.

While the action of this year's board of directors could not well go beyond the 1960 budget, I look upon it as only the first step in a longer-term effort to raise the level of expenditures for cooperative research to \$6 million by 1965.

If our industry is to retain its strong position in the "battle of the fuels," it is imperative that PAR research activities be increased as rapidly as effective use can be made of expanded appropriations. It is equally imperative that gas appliance manufacturers raise the level of their research expenditures and that gas utility companies continue the research activities they are carrying on individually, so that the total research effort of the gas industry will treble by 1965.

Research is the lifeblood of an expanding industry which looks to "New Horizons for Growth and Service."

A year ago, at our convention in Atlantic City, the retiring president of A. G. A., Bob Otto, sounded a call for unity among the various segments of the natural gas industry. In response, our board of directors made another important and far-reaching decision: that A. G. A. should assume a leading and constructive role in seeking to develop a better understanding among producers, pipeliners, and distributors of natural gas.

To that end, a task group was formed with representatives of each of these three segments of our industry. "Unity" may not be quite the right word to describe the objective of this group. Perhaps "harmony" would be better. But,

(Continued on page 26)

600 attend 'Blue Ribbon' Breakfast

Chicago's famous blue ribbon steak served as an excellent eye opener for the nearly 600 early risers who attended the 25th annual "Blue Ribbon" Home Service Breakfast at the A. G. A. convention.

The steak was only one of many "specials" at the silver anniversary meeting. There were also Fran Allison's humorous-serious address, E. Carl Sorby's "Salute to 25 Breakfasts," a special farewell to soon-to-retire Jessie McQueen, and a tribute to home service directors who have served the gas industry for 25 or more years.

In addition, there were special greetings from retiring A. G. A. President J. Theodore Wolfe, who termed the assignment of addressing the ladies as his "favorite chore," and from A. G. A. Managing Director C. S. Stackpole, who gave a special tribute to Miss McQueen.

Mildred Clark of Oklahoma Natural Gas Co. presided. Lucy Slagle, home service director, Atlanta Gas Light Co., and chairman, Home Service Committee, was unable to preside because of illness.

Mr. Sorby, vice-president, Geo. D. Roper Corp., saluted home service for the stature it has gained over the past 25 years. Mr. Sorby has been close to the industry's home service work for many years and has attended each one of the 25 breakfasts given annually by Home Service since 1934.

"It is difficult for me to refrain from recapping the growth and enthusiastic service that home service has rendered to the industry," he said. He mentioned the aid given by home service in bringing about the acceptance of such advances as oven heat control, the simmer burner, automatic ovens, and the automatic burner-with-a-brain.

"Gas appliance lines have broadened with this growth, and home service has broadened its course to meet the ever-growing challenge to bring enlightened information and guidance to the home-



Participants in the A. G. A. convention's Home Service Round-Table were (l. to r., front) Kathryn B. Niles, Evelyn Kafka, and Shirley B. McGillicuddy; and (rear) Mildred Endner, Irene Muntz, Elsie M. Alcorn, and Karin L. Morsch

maker," he said.

Mr. Sorby gave special recognition to these home service leaders, who have served the gas industry for 25 or more years: Marjorie Burton, Mildred Clark, Doris Conners, Flora Dowler, Alice Ferguson, Kathryn Heffernen, Ruth Kruger, Ida Lansden, Betty Lauer, Irene Muntz, Gladys Price, Nell Read, Ruth Sheldon, Margot J. Whitmire, Mary Louise Bohn, and Jessie McQueen.

An engraved certificate and a small chest filled with 25 silver dollars were presented to each of the women.

In addition, Miss McQueen was presented with a life membership in the American Home Economics Association, two sterling silver Revere bowls engraved "From Gas Industry Home Service," and a similarly engraved gold bracelet with jeweled charms.

In a brief address, Mr. Wolfe praised the industry's home economists for the

tremendous service they are bringing to their companies and to the entire industry. Mr. Stackpole said that Miss McQueen has brought an international reputation in the home service field to both A. G. A. and the gas industry.

Miss Allison, who became famous as radio's "Aunt Fanny," opened her "Dramatically Speaking" address in a humorous vein by using her "Aunt Fanny" voice.

She reverted to her natural voice to state that "somewhere in this continuous marketing activity, there is a need for closer rapport between the seller and the end customer. By seller, I mean everyone who has a hand in the selling process from manufacturer to retailer."

Miss Allison said that each customer looks upon the representative of the seller as the company image. "The kind of company image the customer receives depends on the individual representing



The featured speaker at the Home Service "Blue Ribbon" Breakfast was Fran Allison (seventh from right on dais)

the seller," she said.

She added that if the customer's reaction to the seller's representative is negative, then his usual attitude is that "I won't do business with them anymore."

This means, Miss Allison said, that customer relations is one of the most important aspects in company operations. "The manufacturer is more or less at the mercy of the distributor and retailer—the latter including gas companies—in so far as customer relations are concerned," she emphasized.

"It is in this highly vulnerable area that home service representatives of appliance manufacturers are of the utmost importance. They are truly the representative of the manufacturer, and the impression they make upon the customer is a lasting one," she said.

Miss Allison said that the home service representative is in an activity known as "side door selling." His only ammunition is the essentially strong point in the product he is demonstrating.

She said that the customer is aware of this strong point. "When someone offers

a refrigerator for \$290 with a three-month supply of frozen foods, and a competitor offers one for \$290 without the frozen foods, then most customers know that the latter appliance probably has some superior qualities," she added.

"Customers have learned that they do not get something for nothing, and since customers are not in the habit of buying new appliances every year, the manufacturer had best look for quality and the customer's needs, not special sales gimmicks."

She said that someone must be qualified to point out the special advantages of the products being sold. "That someone most often is the home service representative," she said.

Miss Allison said that, in her opinion, our home service departments need to be expanded "due to the continuous growth of the discount houses."

She closed by saying that the customer must learn how to get the maximum efficiency from her appliance. "This," she said, "is best accomplished through the home service departments."

A number of hostesses helped to make the breakfast a success. Those who assisted the committee were Laura M. Peipgras, Central Electric and Gas Co.; Nell Read, City Public Service Board; Kathryn H. Krauss, Elizabethtown Consolidated Gas Co.; Helen Tangen, Hamilton Manufacturing Co.; Patricia Hendrick, Harper-Wyman Co.; Mary Louise Bohn and Lucile E. Boettcher, Laclede Gas Co.; Elsie Alcorn, Milwaukee Gas Light Co.; Mildred Endner, Minneapolis Gas Co.; Betty Jane Frahm, Montana-Dakota Utilities Co.; Viola M. Decker, North Shore Gas Co.; Karin L. Morsch, Northern Illinois Gas Co.; Patricia A. Huff, The Ohio Fuel Gas Co.; E. Ione Lankelma, The Peoples Gas Light and Coke Co.; Adelaide Fellows, Philco Corp.; Shirley Pemberton and Madonna Bergman, Robertshaw Thermostat Division, Robertshaw-Fulton Controls Co.; Irene L. Muntz, Rochester Gas and Electric Corp.; Shirley McGillicuddy, Southern Counties Gas Co.; Pauline Treisch, The Tappan Stove Co.; Jeanne Montgomery, United Fuel Gas Co.; Virginia



Mildred Clark (l.) gives two sterling silver Revere bowls to Jessie McQueen, who will retire from A. G. A. next month after 30 years



Delegates to the Home Service Breakfast congratulate A. G. A.'s Jessie McQueen on her 30th anniversary in the home service field

Van Nostrand and Mary Meighan, Whirlpool Corp.; Marjorie Lillenberg, The Peoples Natural Gas Co.; Martha Nichol, Iroquois Gas Corp.; Marjorie Chandler, The Consumers' Gas Co. of Toronto; and Gloria Gaupp, Dolores Harrington, Evelyn Kafka, and Dolores Marconi, A. G. A.

More than 200 magazine editors, home service directors, and sales personnel attended the annual Home Service Round-Table program on the opening afternoon of the A. G. A. convention.

Irene Muntz of Rochester Gas and Electric Corp., a former chairman of the Home Service Committee, presided in the absence of Home Service Committee Chairman Lucy Slagle.

Speakers emphasized "what is new" and "what is workable" in home service activities. An account of the "Penny Flame Pie Queen" contest conducted by Northern Illinois Gas Co. was given by Karin L. Morsch of Northern Illinois Gas.

Miss Morsch, home service director at the company's Bellwood, Ill., facilities, said that the contest was designed for home economics students in junior and senior high schools. She traced the contest through four levels of judging, and said that teachers in the schools were in charge of individual contests. The first prize was a \$400 college scholarship and a plaque.

All division winners and their home-making teachers were awarded a week-end visit to Chicago as guests of Northern Illinois Gas. She said that the many favorable comments by participants and by radio and television personnel indicated the tremendous good will achieved by the contest.

Evelyn Kafka of A. G. A.'s Utilization Bureau gave a three-part discussion of the gas broiler in a paper entitled "Play Up the Broiler." Mrs. Kafka summarized the advantages of the gas flame in the broiling process and reported on recent tests conducted at the A. G. A. Laboratories. These tests, she said, showed considerably higher external

temperatures for gas range broiling. "The maximum allowable front panel temperature for A. G. A.-approved gas ranges is 95° F. above room temperature," she said. Mrs. Kafka added that all gas ranges tested met this requirement.

"On the other hand," she stated, "the lowest recorded electric range panel temperature was 119° F., while the highest electric range tested was 250° F. above room temperature. I think you will agree," she added, "that the electric range not only does not help to make the cook cool, but it also is a decided burn hazard as well."

Mrs. Kafka indicated that the gas broilers tested were found to have better heat distribution than the electric broilers. She also pointed out that the effective broiling area of the gas ranges averaged 12 per cent more than electric ranges.

Mrs. Kathryn B. Niles of the Poultry and Egg National Board, Chicago, listed new developments of "broilers for the broiler."

Mildred Endner of Minneapolis Gas Co. outlined demonstration ideas that home service uses to "play up the broiler."

Mrs. Shirley B. McGillicuddy of Southern Counties Gas Co. entitled her address "A Feather in the Dealer's Cap." She listed a number of methods used by Southern Counties Gas in which home service assists dealers and, thereby, becomes "a feather in the dealer's cap."

She said that the assistance given by home service in selling gas through sales contacts falls into three areas—training and education of the dealer and dealer sales personnel, promotional and sales assistance, and customer satisfaction and service through home calls.

Mrs. McGillicuddy said that chefs classes have been designed to provide sales people with complete understanding of gas as a fuel, modern gas appliances, and sales techniques. She said that promotional assistance has been accomplished through demonstrations on dealer sales floors with special emphasis on enticing customer attention.

Mrs. Elsie Alcorn of Milwaukee Gas Light Co. described "What's New for Display Kitchens." She showed samples of new materials in flooring, cabinets, tile, and wall coverings, all of which had been collected in the planning of new home service and display kitchens by Milwaukee Gas Light.

10 kitchens feature top home ideas

Ten magazine-designed kitchens and laundries and the RCA Whirlpool "Mrs. America" kitchen were the star participants in the "Parade of Gas Kitchens and Laundries" at A. G. A.'s Chicago convention.

The kitchens and laundries, which were on display throughout the convention, featured the most modern appliances and the latest decorating ideas.

The *American Home*—Toledo Desk and Fixture Co. exhibit consisted of two views of one kitchen—before and after remodeling. The remodeled room featured "Beauty Queen" cabinets, Waste King Corp.'s dishwasher and disposer, and Borg-Warner Corp.'s Norge gas refrigerator, built-in gas oven and surface cooking top, and gas washer and dryer.

The kitchen and laundry designed by *Better Homes & Gardens* and Fashionwood, division of Curtis Cos., Inc., included six distinct work sections in a 10-foot-by-19-foot area. The room, described as a "work-saving, take-it-easy kitchen," sported a gay and colorful decor.

The *Bride & Home*—Youngstown Kitchens, division of American-Standard, kitchen and laundry was described as "a unique, compact idea kitchen for tomorrow's bride."

The kitchen designed by *Everywoman's Family Circle* and The I-XL Furniture Co. was also presented from two points of view—modern and traditional. The same cabinets and gas appliances were installed in both kitchens, but the wall and floor coverings, fabrics, acces-

(Continued on page 37)



Here is a view of the "Good Housekeeping"—Dimensional Kitchens convention exhibit



Delegates admire display designed by "New Homes Guide" and Geneva Modern Kitchens

This is an area of the kitchen in the "Woman's Day"—Mutschler Bros. Co. exhibit



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Gas leaders study

(Continued from page 6)

equal cogs that make up the whole. The failure of any one could cause a decided retrogression in the gas industry," he said.

Mr. Perrine stated that many people in the utility industry argue that regulatory commissions should be abolished and that the utilities should be allowed to proceed like other industries on a laissez-faire basis.

"These utility people may argue as long as they see fit," he said, "but I believe the regulatory agencies are firmly entrenched in the eyes of the public legislators and the Congress of the United States. I also believe that these agencies serve an important purpose by providing a liaison between the public and the operating utility—a void that might easily become a dangerous one if it were not properly filled."

Mr. Perrine added, "There is no reason why a regulatory body cannot expedite its orders to the end that the public convenience and necessity is met at a time it needs to be met, and that the utility involved knows what is happening at an early date."

The Oct. 7 general session presented three of North America's foremost authorities on fuel reserves. The session was entitled "New Horizons for Energy and Supply."

The speakers were Secretary of the Interior Fred A. Seaton; John H. Murrell, president of DeGolyer and MacNaughton, Inc.; and Carl O. Nickle, publisher of the *Daily Oil Bulletin*, editor of *Oil in Canada*, and governor of the Canadian Petroleum Association.

Mr. Nickle forecast an expanding role for Canadian natural gas in the United States. He said that by the end of 1961, Canadian gas will start moving into the Midwest and northern California will develop as a market for Canada in 1962.

He said he believed that exports of western Canadian gas to United States markets would triple to more than 1.1 billion cubic feet daily.

Secretary Seaton asserted that the natural gas industry should take the lead in seeking appropriate regulatory legislation that will be to the interest of all. He added, however, that passage of new regulatory legislation for natural gas is impossible unless interests of producers and suppliers are reconciled with those of consumers.

He pointed out that the uncertainties surrounding federal regulations have handicapped the gas industry in long-range planning, slowing down its rate of growth. "It is generally recognized that the Federal Power Commission has an almost impossible job on its hands under the existing law," he said.

He emphasized that the government would play no favorites in promoting development of energy resources, despite the fact that thriving fuel industries were desirable from a national standpoint.

"It is not the proper function of our government to carve out or freeze a portion of the total energy market for each competing fuel," he stated, adding that "protection of the public will remain the main criteria in regulating the consumption of fuel."

Secretary Seaton also cited the need for a conservative conservation program for helium gas because of the mounting demands for helium's use in the nation's atomic energy and missile activities. "The Administration has proposed to Congress a program calling for 12 plants to extract helium from

natural gas," he said. The helium would be stored underground in a government-owned field near Amarillo, Texas.

Mr. Murrell, at the final general session, said the gas industry, as custodian of an important basic fuel, has one important purpose that overrides all others—service to the customer. "This service requires the industry to assure the customer of a long-range supply of gas at a price the customer can afford to pay."

He believes the gas industry has met this responsibility in a manner in which it can be proud.

Mr. Murrell emphasized that gas legislation by Congress is an absolute necessity. "When such legislation is adopted, it will accomplish one of two things," he said. "It will either encourage men to risk funds in the business of exploring for, drilling, and producing of natural gas, or it will have the opposite effect of diverting capital from this high risk endeavor, discouraging producers from the interstate sale of gas already found."

The general sessions were closed by Dean H. Mitchell, chairman of the 1959 General Nominating Committee, and president of Northern Indiana Public Service Co. Mr. Mitchell gave a report of the committee which was followed by the annual election of officers. (See new officers on page 7.)

Immediately following the final general session, the 1960 General Nominating Committee was elected at the Executive Session by accredited delegates of A. G. A. member companies.

Donald S. Bittinger, president, Washington Gas Light Co., Washington, D. C., was elected chairman. The committee's function is to nominate officers and directors of A. G. A. for the 1960-61 Association year.

Other committee members chosen are:

George P. Garver, president, Natural Gas Pipeline Co. of America, Chicago, Ill.

Stanley H. Hobson, chairman of the board, George D. Roper Corp., Kankakee, Ill.

W. M. Jacobs, vice-president, Pacific Lighting Corp., San Francisco, Calif.

W. T. Nightingale, president, Mountain Fuel Supply Co., Salt Lake City, Utah.

Robert W. Otto, chairman of the board, Laclede Gas Co., St. Louis, Mo.

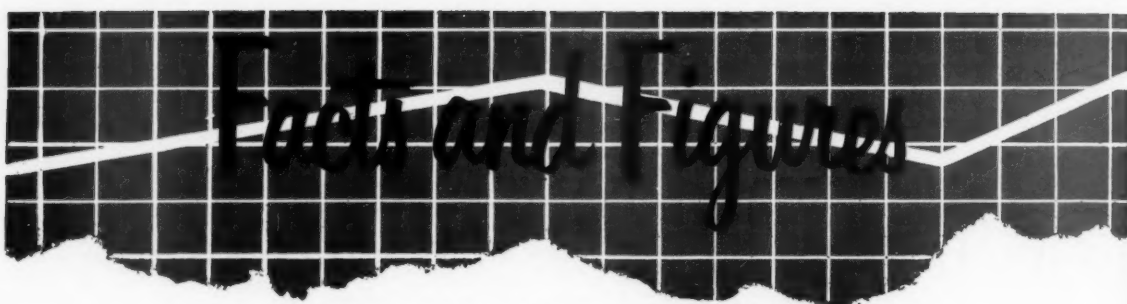
E. H. Tollefson, president, Consolidated Natural Gas Co., New York, N. Y.

Charles G. Young, president, Springfield Gas Light Co., Springfield, Mass.

C. H. Zachry, president, Southern Union Gas Co., Dallas, Texas.

Gas companies in the Chicago area teamed up to help make the convention what many delegates considered the best ever held. Eskil I. Bjork, chairman and chief executive officer of the Peoples Gas System, and J. J. Hedrick, president of The Peoples Gas Light and Coke Co. and vice-chairman of the board of its pipeline subsidiaries, served as co-chairmen of the General Convention Committee. Roy E. Jones, president, North Shore Gas Co., was chairman of the Convention Entertainment Committee.

Highlight of the entertainment portion of the convention was the President's Reception and Dance, a salute to A. G. A. President Wolfe, in the Grand Ballroom of the Conrad Hilton on Tuesday evening. The Ladies Luncheon and Style Show was held Tuesday afternoon.



Prepared by A. G. A. Bureau of Statistics

Construction expenditures by the gas utility and pipeline industry during the second quarter of 1959 were estimated at \$489 million. This is 35.5 per cent greater than the expenditures of \$361 million made in the second quarter of 1958. Preliminary estimates for the third quarter of 1959 are \$511 million.

For the first eight months of this year, the average adjusted annual rate of private homes started was 1,379,000, 32.3 per cent higher than the rate of 1,042,000 for the same period of last year. During the 1959 period, the Department of Commerce reported that a total of 947,000 new private homes had been put under construction. This figure is 31.3 per cent higher than the 721,200 starts in the same period of 1958. Total new home starts, including public and private dwellings, amounted to 129,000 in August 1959. This figure is the highest on record for any August since 1950.

Sales of major gas appliances followed the same pattern as construction. There were increased shipments of gas ranges, gas water heating equipment, gas-fired central heating units, and gas clothes dryers. Shipments of these major appliances during August 1959 were higher than those in August 1958 by 9.4 per cent, 16.6 per cent, 24.1 per cent, and 22.5 per cent, respectively.

Increasing consumer preference for gas appliances has shown itself over the years. Gas-fired automatic storage water heaters are currently selling at a ratio of 3.6 gas to one electric. These data compare with those of 1948, when the ratio was 1.7 gas to one electric. Gas clothes dryers have also been increasing their penetration of the market. Currently, two out of every three dryers sold are gas. In 1948, only one out of every six dryers sold was gas.

The gas utility and pipeline industry
(Continued on page 37)

**SALES OF GAS AND ELECTRIC
RESIDENTIAL APPLIANCES DURING AUGUST 1959**
(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	August		July		First Seven Months of 1959	
	Units	Per Cent Change	Units	Per Cent Change	Units	Per Cent Change
RANGES (including built-ins)						
Gas	172,400	+ 9.4	145,500	+12.7	1,118,300	+12.7
Electric	n.a.	n.a.	129,200	+31.2	978,100	+31.7
WATER HEATERS						
Gas	251,200	+16.6	247,000	+11.6	1,789,400	+14.9
Electric	n.a.	n.a.	66,200	-16.2	498,600	+ 4.6
GAS HEATING—Total	154,300	+24.1	133,800	+44.6	662,700	+31.8
Furnaces	114,800	+27.3	98,700	+42.8	532,700	+36.8
Boilers	16,600	+12.9	14,800	+28.7	65,000	+23.6
Conversion Burners	22,900	+18.0	20,300	+70.6	65,000	+ 6.9
OIL-FIRED BURNER INSTALLATIONS	72,890	+12.1	49,300	+15.7	298,570	+14.8
DRYERS						
Gas	45,910	+22.5	28,460	+35.8	196,070	+44.5
Electric	87,290	+20.7	66,790	+22.4	406,600	+24.6

Source: Gas Appliance Manufacturer's Association, National Electrical Manufacturer's Association, "Fuel Oil and Oil Heat," and American Home Laundry Manufacturer's Association.

**GAS SALES TO ULTIMATE CONSUMERS
BY UTILITIES AND PIPELINES DURING JULY**
(MILLIONS OF THERMS)

	1959	1958	Per Cent Change
Month of July			
All types of Gas	5,558.0	4,827.0	+15.1
Natural Gas	5,461.5	4,718.6	+15.7
Other Gases	96.5	108.4	-11.0
Twelve Months Ended July 31			
All types of Gas	85,587.2	79,217.4	+ 8.0
Natural Gas	83,217.4	76,811.7	+ 8.3
Other Gases	2,369.8	2,405.7	- 1.5
July Index of Monthly Utility Gas Sales (1947-49 = 100)	261.0	226.7	+15.1

PERTINENT BUSINESS INDICATORS, AUGUST
(WITH PER CENT CHANGES FROM CORRESPONDING PERIOD OF THE PRIOR YEAR)

	August			July		
	1959	1958	Per Cent Change	1959	1958	Per Cent Change
Industrial activity (1947-49 = 100)	149	136	+ 9.6	153	134	+14.2
Consumer prices (1947-49 = 100)	124.8	123.7	+ 0.9	124.9	123.9	+ 0.8
Housing starts, Non-farm (thousands)	129.0	124.0	+ 4.0	126.0	112.8	+11.7
New private construction expenditures (\$ million)	3,592	3,126	+14.9	3,586	3,054	+17.4
Construction costs (1947-49 = 100)	179.4	170.7	+ 5.1	179.1	168.7	+ 6.2

Plan ahead today to solve problems of 'phenomenal future,' accountants told

Growth problems must be solved



Retiring Section Chairman J. Gordon Ross hands gavel to new officers C. H. Mann (c.) and R. H. Johnson



Chairman J. Gordon Ross (r.) welcomes the featured Accounting luncheon speakers. They are (l. to r.) A. G. Mitchell, A. R. Colbert, and O. K. Boyd

Three areas of vital interest to the gas utility's finance and accounting men were reviewed at the Accounting Section luncheon meeting held during the A. G. A. convention.

"Activities of the NARUC Accounting Committee," "Problems Facing Finance and Accounting Management," and "Fantastic Figures of the Future" were the topics delivered by the featured speakers.

A. R. Colbert, chairman, NARUC Accounts and Statistics Committee, and chief, accounts and finance department, Public Service Commission of Wisconsin, gave the report on the NARUC Committee.

Allan G. Mitchell, comptroller, Philadelphia Electric Co., gave a preview of problems to be faced.

O. K. Boyd, assistant vice-president, Baltimore Gas and Electric Co., reported on the expected future growth of the industry.

The presiding officer was J. Gordon Ross, chairman, Accounting Section, and manager, service and customer relations, Rochester Gas and Electric Corp. Mr. Ross introduced A. G. A. President J. Theodore Wolfe, who presented the Order of Accounting Merit Awards. (See awards story, page 8.)

The Section chairman also reviewed Accounting Section activities during the past year and praised Section members for their contributions to the gas industry.

D. W. Peterson, secretary and treasurer, Minneapolis Gas Co., gave the report of the Nominating Committee. His report was followed by the annual election of Section officers.

C. H. Mann, treasurer, Columbia Gas System Service Corp., was elected Section chairman, and Reinhold H. Johnson, general auditor, The Brooklyn Union Gas Co., was elected vice-chairman.

The first speaker, Mr. Colbert, reviewed the background that led to the adoption of the revised system of accounts. He also outlined some of the current and pending projects of the NARUC Committee.

He recalled that in the beginning the principles of many of the original systems discussed were quite controversial. These principles included such matters as the original low cost and depreciation accounting for plant, debt discount and expense, and the segregation of capital stock expense from the intangible plant category.

"In fact," he said, "so much time was spent on these and other general matters primarily affecting income statements and balance sheets that little study was given to the detailed operation and maintenance expense accounts. As a result, the expense accounts of the 1937 systems were essentially those which had previously been in use."

He said that later experience showed that the operating expense section of the electric system could be simplified considerably and still meet regulatory requirements. In 1945, the Wisconsin utilities formed a committee to work on the project under the Wisconsin Utilities Association.

Later, a national group was organized to participate in the study.

In the meantime, the NARUC Committee was brought into the picture to study a revision of the electric, gas, and water systems of accounts.

Besides considering the streamlining of expense accounts, Mr. Colbert said the NARUC group studied such ideas as these: that straight-line depreciation be made mandatory, that earned surplus be abolished and retained income substituted, that overheads capitalized be restricted, that capital stock expenses be required to be written off, and that the all-inclusive income statement be adopted.

Mr. Colbert added that in the revised systems finally approved by NARUC the revisions pertained substantially to the detailed operation and maintenance expense accounts. "The other changes are chiefly in the form of presentation, rather than in the substance of the account of instruction," he said. "Thus, the final systems are in line with the intent of the project conceived in 1945—to improve the detailed expense accounts."

Mr. Mitchell discussed three subjects of concern to finance and accounting management and suggested approaches that deal with the problems posed by growth and inflation.

Two of the subjects dealt with financial management—the return to investors and the matter of depreciation. The third dealt with internal accounting operations, the opportunities opened up by the large-scale electronic computers now available, and the related personnel aspects.

For the first two, Mr. Mitchell said the "end result" is important. "Whatever tools or tests are used—and they are bound to differ under differing conditions and regulatory requirements—it is imperative that the tools and tests produce economic strength, not just for today and tomorrow, but for the long-term future as well," he added.

With respect to the return to investors, Mr. Mitchell said that "both quality and quantity are important. Accounting

and rate policies play a major part in determining the quality of earnings, and depreciation obviously is a key element."

In determining the quantity of allowing return, Mr. Mitchell said that we are bound to rely heavily on the allowable rate base and rate of return, as we have in the past. These two measures for reaching the end result of "reasonable return," he said, are too deeply imbedded in law and custom to be disregarded, even if we were inclined to do so.

"We need supplemental judgment tools that will test the reasonableness of the end result—tools that the layman can understand and appreciate," he emphasized. Many rate decisions have shown the importance of the end result, so there is ample sanction for such an approach, he added.

He said that one such tool would be for measuring the growth in earnings per share over a period of years to determine whether growth has been adequate to provide an attractive return on the portion of earnings that are plowed back into the business each year. "Comparisons also should be made with other utilities, and with a cross-section of industrial stocks with which we are in competition, in order to attract new common stock capital," he said.

Mr. Mitchell said there are three questions of concern to us in the area of depreciation. They are these:

1. Are we recovering enough depreciation dollars from current customers on the basis of cost?
2. Do we recover our depreciation dollars fast enough on the straight-line basis?
3. Are we preserving sound value in the rate-making treatment of depreciation?

He said that depreciation affords one of the most effective routes to economic and financial soundness, if we can develop and gain acceptance of approaches that will build the values into the business and share the benefits with consumers at the same time.

Mr. Mitchell also listed four areas in which electronic computers are beneficial to internal operations. They were these:

1. In lifting some of the repetitious routine work from human hands and, thus, upgrading the quality of the work for which people are the prime ingredient.
2. In expanding the scope of accounting information that can be accumulated

as part of the regular operation.

3. In the fields of engineering and operating and in other technical areas.

4. In the field of operations research—seeking solutions to business problems through the application of various statistical and mathematical techniques.

Mr. Boyd reviewed the "fantastic" growth that both the gas industry and the Baltimore Gas and Electric Co. have achieved through the years, and then pointed out that the industry, including every gas utility, will continue to grow at a phenomenal pace in the years ahead.

He said that this growth is not something we can just rock along with and take in our stride. Rather, he said, it poses some real problems that require study and planning.

By planning now for the long-range future, he said, the transitions to the new and unprecedented peaks in customers, property, service requests, employers, and stockholders can be a challenging experience in the framework of an orderly plan with a minimum of frustration and costly temporizing in meeting our customers' needs.

Our future needs, he said, include adequate plant facilities to meet customers' requirements when they arise, an adequate natural gas supply (including peak shaving requirements), the ability to serve customers quickly and efficiently, the decentralization of our construction and customers' service departments, the revision of accounting operations to meet the upsurge in customers and the increases in plant and payrolls, and the raising of huge amounts of capital funds to finance the expected growth in plant facilities.

Mr. Boyd said that inflation would probably be the greatest problem the gas industry and the nation will face.

Inflation will make it especially difficult for the utility industry, he said, because in regulated industries such as ours prices are relatively fixed and difficult to increase.

In Mr. Boyd's opinion, the only two ways to overcome inflation are by increasing prices outright or by improving our productivity and efficiency so that our over-all costs can be reduced to a point where costs will not rise as fast as the general price level.

Because rate increases are so unpopular, Mr. Boyd said that our best method, if it is possible, will be to improve the efficiency of our operations.

Education, research needs cited

The gas industry must invest in education and research today if it is to insure tomorrow's growth, Dr. J. T. Rettaliata told General Management Section luncheon guests during the A. G. A. convention.

Dr. Rettaliata, who is president of the Illinois Institute of Technology and the Institute of Gas Technology in Chicago, urged gas executives to step up support of both technical education and research in his address on "Today's Investment in Tomorrow's Growth."

The luncheon was open to all convention delegates.

"Investing in education and research to ensure future growth," he said, "necessarily involves financial support, but it involves more than that. It requires active, enlightened encouragement and, when justified, constructive criticism by individuals and organizations not actively engaged in these fields. Education and research need well-informed vocal proponents from outside their own ranks and from all levels of society."

He termed research as "the basic key to technological development." He said, "It is particularly important that the investor in research recognize the dominant role played by basic research in creating the new knowledge necessary for progress in any field."

Dr. Rettaliata warned that higher education in private institutions can survive only with outside help. He said that the financial problem of private institutions will be accentuated by increased enrollments, generally expected to double by 1970. "Public supported institutions also will experience financial problems because they face the prospect of being called upon to bear the greater share of the increase," he said.

Two other educational problems to be faced, he pointed out, are the acquisition and retention of capable faculties—tech-



Otto W. Manz, Jr., was elected chairman of the General Management Section



Gordon C. Griswold was named to serve as 1960 vice-chairman of the Section

nical education alone will require at least 1,000 new teachers a year for the next 10 years—and the fact that there is a decrease in potential engineers. Last year's freshmen engineering classes were down 11 per cent from a year earlier.

Dr. Rettaliata said that an investor in basic research must have faith, patience, and courage: faith in the individual or organization entrusted with the work; patience to endure set-backs, creeping progress and sometimes failure; and courage to defend the continuation of support in face of adversities and the lack of sympathetic understanding of others.

He praised the gas industry for its support of the Institute of Gas Technology, one of the industry's investments in education and research.

Dr. Rettaliata said that the four major objectives of the Institute are:

1. To train engineers in gas technology at the undergraduate and

graduate levels, and to offer home study and summer courses for industry personnel.

2. To do basic research in, or closely related to, the fields of natural and manufactured gas production, transmission, distribution, and utilization.

3. To do applied research for sponsors on their specific problems.

4. To collect and disseminate scientific information for the gas industry.

Dr. Rettaliata pointed out that the gas industry has a group at the Institute whose sole concern is the advancement of gas technology. "Every research project that is sponsored at the Institute yields dividends that are important to gas industry growth. These dividends are obtained only because the gas industry has made an original investment in a coordinated program of education and research," he said.

The guest speaker was introduced by retiring Section Chairman Marvin



Guests at the Section's luncheon were (l. to r.) Vaughan O'Brien, C. S. Stackpole, Dr. M. A. Elliott, J. T. Wolfe, Dr. J. T. Rettaliata, Marvin Chandler, E. H. Tollefson, W. H. Ligon, E. I. Bjork, and J. J. Hedrick

Chandler, president of Northern Illinois Gas Co. Mr. Chandler, in his introductory remarks, outlined the favorable relationship of the Institute of Gas Tech-

nology to the gas industry.

Following the luncheon meeting, the General Management Section held a business session in which officers were

elected and awards presented. A list of new officers appears on page 7, and a report of annual award winners begins on page 8.

President sees

(Continued from page 16)

however the objective is defined, there is reason to hope that common grounds will be found for the consideration of such fundamental industry problems as gas supply, regulation, and a national fuels policy.

I firmly believe that a sympathetic and understanding approach to these problems can be made by all segments of the industry acting in harmony and giving due recognition of the fact that, while our narrow interests may differ, we have in common the desire to maintain an adequate supply of natural gas and to sell it in competition with other forms of energy. Such an approach will lead us to "New Horizons for Growth and Service."

These horizons are oftentimes clouded by the threat of legislation inimical to our industry, or by the need for remedial legislation to cure a particular ill of our industry. Under the restrictions that A. G. A. has heretofore imposed upon itself, the distributing segment of our industry has been both dumb and blind with respect to federal legislation. A. G. A. could not speak for the industry, nor could A. G. A.'s representatives keep the industry intelligently informed on legislative matters, because, in contrast to nearly all other leading trade associations, A. G. A. was

not registered under the Federal Regulation of Lobbying Act. Here again, the past year has been a year of decision. After advance notice to the chief executives of member companies, and after a full discussion at the executive conference, our board of directors decided that A. G. A. should be so registered. And this has been done.

For those who may view with alarm any prospect that A. G. A. may become a lobbying organization—and this doubtless includes most of us—let me offer the assurance that this will not happen. The decision to register under the Lobbying Act was made primarily for the protection of the Association and any of its representatives, staff or volunteer, whose activities might come quite innocently and inadvertently within the purview of the Act. A. G. A. will do its best to keep its members informed on the progress and significance of important legislation. But A. G. A. will take an active role in seeking to influence legislation only when and if, in the judgment of the board of directors or executive committee, a legislative matter is of vital importance to the gas industry and its action has the support of the preponderant majority of those in the industry. Such attempts to influence legislation will be rare and will never become more than an incidental phase of A. G. A.'s activity. At the same time, unawareness of legislative threats, or

inability to act in a critical situation, will no longer block our path to "New Horizons for Growth and Service."

The past year has also been a year of self-appraisal.

Jointly with the Independent Natural Gas Association of America, A. G. A. undertook a survey of public knowledge and attitudes regarding the gas industry. The actual survey was conducted and reported on by Opinion Research Corp.

We learned from this survey some things we needed to know—some consoling and some rather dismaying. The most significant thing we learned was this: notwithstanding the efforts of A. G. A. at the national level and those of many utility companies at the local level, there is an appalling amount of ignorance, and even misinformation, on the part of the public toward an industry that has been in existence and furnishing a vital service for 143 years.

For example, only three gas utility customers in 10 know that the retail price of gas is regulated; only one in 10 knows that wholesale prices are regulated; six out of 10 think that the gas company is guaranteed a profit on the gas it sells; and, believe it or not, only two-thirds of all gas company customers know that the companies serving them are investor-owned.

I recently heard of another, perhaps mythical, trade association that reacted

(Continued on page 29)

Sections told that tomorrow's selling effort must include free enterprise as well as products

Upgrade future sales techniques

The salesman of tomorrow, like the gas appliance of tomorrow, will have to be a great improvement on today's model.

This theme of modernization in selling was driven home dramatically in two talks and a stage performance before an overflowing audience at the convention's joint session of the Industrial and Commercial and Residential Gas Sections on Oct. 6.

During the business portion of the session, new officers were elected and awards presented. (See awards story, page 8.)

The new Residential Gas Section officers are William H. Doering, Springfield Gas Light Co., chairman; and John J. McKearin, Laclede Gas Co., vice-chairman.

The new Industrial and Commercial Gas Section officers are Fred A. Kaiser, Michigan Consolidated Gas Co., chairman; and L. J. Fretwell, Oklahoma Natural Gas Co., vice-chairman.

The future-probing talks were given by Edward J. Kneeland, community and business relations consultant, General Electric Co.; and Lester T. Potter, first vice-president, A. G. A., and president, Lone Star Gas Co.

The stage show was Caloric Appliance Corp.'s "Gold Star" sales presentation, which featured two Caloric executives—Leroy Klein, vice-president in charge of sales, and Harry Walker, director of sales—and Broadway starlet Jan Chaney.

Mr. Kneeland, who works in an industry directly competitive with gas, surprised the delegates by pointing out that both groups—and every other major United States industry—have a major



Members of the Industrial and Commercial Gas Section elected new officers. They are Fred A. Kaiser (l.), chairman, and L. J. Fretwell, vice-chairman



The new officers elected by the members of the Residential Gas Section are William H. Doering (l.), chairman, and John J. McKearin, vice-chairman

selling job to do not only on their own products but also on free enterprise.

He noted that General Electric has earned a reputation as a leader in the field of community and business relations and drove home the fact that such a selling job is a necessary condition of continued business health.

"There is plenty of room for growth for both your industry and mine," Mr. Kneeland said, "just so long as we keep our eyes on the big objective—and I think we competitors can quickly agree that our big objective is to keep the American economy healthy. If we don't do that—and I mean healthy for every-

Leroy Klein (l.), Jan Chaney, and Harry Walker perform in Caloric's sales skit



body—then 'growth and service' and 'progress' will become meaningless concepts for all of us."

If we do not act today to "shape the kind of world we will be living in tomorrow," Mr. Kneeland added, "it will be shaped for us, and probably not the way we would like it to be."

Mr. Kneeland listed these factors as those which produce a good business climate in a community: honest and efficient government, fair taxes, conscientious law enforcement, equitable pay and benefits, responsible union leaders, qualified people for jobs, high-quality community facilities, a social and cultural atmosphere in which people enjoy living and working, a friendly and open-minded attitude toward business on the part of the community, and a serious-minded assumption by employers of

their responsibilities as business citizens.

In addition, Mr. Kneeland listed five things that management can do to achieve a desirable state of affairs. They were these:

1. Accept the work of improving the business climate as part of the regular daily assignments of all managers at all levels.

2. Join in the effort to lift the level of economic and political understanding among fellow employees and other members of the community.

3. Pitch in with other interested people in a community effort to improve the local climate for business.

4. Study and speak out on the issues—even the controversial ones—that vitally affect business. The respect and support of a safe majority of fellow

citizens can be won by speaking in the public interest and avoiding narrow partisanship.

5. Step up to the personal responsibilities of party politics. Discouraging employees from having political interest frequently results in the loss of potential support for the goals of management.

"Our lives," Mr. Kneeland concluded, "will be enriched or blighted by the economic and political climate in which we live. This climate is man made. As free men and women, let us make our own destiny."

Mr. Potter, who spoke about "The Sizzling Sixties—A Decade of Challenge," told the delegates that although the gas industry is now in a good position to do a selling job because of improved intra-industry harmony and co-operation, it cannot afford to limit its selling efforts to those of selling only existing appliances.

The salesman of today must sell the appliances of tomorrow, Mr. Potter stated. "If we as an industry—or our appliance-manufacturing friends—ever begin to proceed on the basis that the appliances we have today are the last word, and if ever we cease to struggle and hope for great improvement progressively through the future—then, we are dead."

The salesman, the man who is selling the appliance of today, is in the best position to know what the appliance of tomorrow must be, said Mr. Potter. "Who knows better what the housewife wants—or thinks she wants—than does the one who has just sold her a range—or failed to sell her one?"

Therefore, Mr. Potter continued, the



The speakers at the joint meeting of the Industrial and Commercial Gas Section and the Residential Gas Section were Edward J. Kneeland (l.) and Lester T. Potter

salesman should tell management what he learns from his customers, and management should listen attentively. Moreover, the salesman should be made a partner in product development: that is, his recommendations should be studied and carried out with the least possible delay.

The new-model salesman, said Mr.

Potter, will become an integrated and important link in the market research-product development-sales chain. He will also be a more effective salesman because he will have continually improved and market-tailored products to sell.

Such a modernized selling approach will inevitably demand learning to work

together better within an organization, Mr. Potter added. "We can put a ball of instruments into orbit around the sun," he said, "but we still don't really know how to put a man into orbit in his job.

"Increased and improved organizational effectiveness is the best route to better things," he concluded.

President sees

(Continued from page 26)

to a similar survey with this very human observation: "now that we know what the public thinks of us, let's destroy the report." (Incidentally, this was not the Ostrich Breeders Association.)

In contrast to that reaction, I am sure that the responsible officials of the gas industry will make good use of the findings of our public opinion survey. Just as our promotion, advertising, and research program grew out of a survey some 15 years ago, when the inadequacy of the gas industry's efforts along these lines was demonstrated, so will a greatly intensified program of public informa-

tion at the national and local levels grow out of this survey, leading us on to "New Horizons for Growth and Service."

In closing this review of the year that has passed, I am reminded of a bit of philosophy expressed by that venerable major league pitcher, Satchel Paige. When asked the formula for his youth tonic, he recited a number of ingredients, ending with: "Don't look back; something may be gaining on you."

Well, we have dared to look back, briefly at least. And, while we have found others vying with us for the nation's energy markets, to the best of my knowledge nobody is gaining on us.

As a result, we can now turn and

look ahead to the prospect of tremendous population growth and a constantly rising standard of living; to ever-increasing demands for inanimate energy; to the gas industry's growing importance in meeting these demands; to the not distant day, just 11 years hence, when our industry will be serving not 33 million but 45 million customers; when our sales of gas will have doubled their present volume; and when our gross plant investment will be two and one-half times what it is today; and to all of the problems, challenges, and opportunities that accompany such fabulous growth.

These are our "New Horizons for Growth and Service."

Awards presented

(Continued from page 11)

ice Corp.; Calvin Scott, chief dispatcher, Oklahoma Natural Gas Co.; D. W. True, assistant vice-president for operations, Milwaukee Gas Light Co.; and C. L. Woody, supervising engineer, United Gas Corp.

Home Service Achievement Awards were presented to five gas utility home service directors. These awards, which are sponsored by *McCall's* magazine, were given to candidates selected on the basis of papers they submitted. The papers were judged in the light of their contribution to the advancement of modern homemaking by promoting the use of gas and gas-fueled equipment.

The winner in the division that includes heads of departments of more than five members was Mrs. Mary Louise Bohn, director of home service, Laclede Gas Co. Mrs. Bohn was cited for her description of department organization directed toward the promotion of gas appliances.

In the division covering departments of five members or fewer, the award went to Mrs. Barbara L. Tracy, home service director, The Hartford Gas Co.,

for her plan to present the A. G. A. Science Program to city schools.

Individual awards were presented to three members or heads of home service departments. They were Dorothy O'Meara, home service director, The Bridgeport Gas Co.; Mrs. Doreen H. Engle, home service representative, Harrisburg Gas Division, The United Gas Improvement Co.; and Mrs. Elsie Alcorn, home service director, Milwaukee Gas Light Co.

Miss O'Meara's entry described a series of demonstrations for organized men's groups that is designed to "arouse interest in the reasons why modern

equipment provides the best cooking results." Mrs. Engle's paper dealt with a selling program to acquaint builders' groups with "The House That Gas Built." Mrs. Alcorn's entry outlined a home show participation in which home service accented the role of gas appliances in a modern home.

Safety Achievement Awards were presented to 13 gas utility and pipeline companies for maintaining the lowest employee accident frequency rates in the industry. The frequency rate represents the number of disabling injuries per million man-hours worked. Honor awards were presented as follows:

Size	Natural Gas Companies	Frequency Rate
1,501 or more employees	Baltimore Gas and Electric Co.	1.23
501 to 1,500	Central Illinois Light Co.	0.00
101 to 500	Mystic Valley Gas Co.	0.00
100 or less	Wisconsin Southern Gas Co., Inc.	0.00
	Transmission Companies	
1,501 or more employees	Texas Eastern Transmission Corp.	1.68
501 to 1,500	Southern Natural Gas Co.	2.01
101 to 500	Michigan Gas Storage Co.	2.11
100 or less	Natural Gas Storage Co. of Illinois	0.00
	Manufactured and Mixed Companies	
1,501 or more employees	Iroquois Gas Co.	3.27
501 to 1,500	Citizens Gas and Coke Utility	1.51
101 to 500	The Hartford Gas Co.	6.70
100 or less	The Superior Water, Light and Power Co.	0.00
	Liquefied Petroleum Gas Companies	
100 employees or less	Gas Co. of Vermont, Inc.	0.00

*Operating man's horizons are bright,
provided he does not fall into pit of complacency*

Presidents say future unlimited

Four former A. G. A. presidents told Operating Section members at the A. G. A. convention that "new horizons" are unlimited for the operating man—provided that he does not fall into a pit of complacency.

The presidents' panel agreed that if the problems of the entire industry were handled as excellently as are the physical and technical phases of gas operations, then the industry would indeed be in excellent condition.

The panel moderator was Everett J. Boothby, A. G. A. president in 1946 and chairman, Washington Gas Light Co. Panel members were Earl H. Eacker, president, Boston Gas Co.; Dean H. Mitchell, president, Northern Indiana Public Service Co.; and Robert W. Otto, chairman, Laclede Gas Co.

Because the operating man's horizons are "changing every day," Mr. Eacker emphasized that he "must realize the speed with which these changes are taking place. The operating man must also be alert to both his opportunities and his shortcomings if this progress is to be continued."

Mr. Eacker, A. G. A. president in 1954, recalled the fact that 15 years ago the gas industry was a poor earning group of manufactured gas companies. "Today," he said, "we are a spectacular and dynamic industry. Our growth has astounded financial interests, the competition, and, for that matter, the entire world."

Looking ahead, Mr. Eacker said that the next 15 years should bring growth for the industry and opportunities for the operating man equal to those experienced in the past 15 years.

"This future growth will place a tre-

mendous responsibility upon the operating man," he said. "Your responsibility will continue to be to obtain the product we sell, to maintain its quality, and to deliver it to the customer," he added.

Mr. Eacker also named certain areas of research, labor relations, gas utilization, and service to appliances as responsibilities of the operating man.

"In the future, you must continue to broaden your views in order to understand the over-all problems of your company's sales, finance, customer and public relations, and labor relations," he said. He emphasized that the operating man must not become so absorbed in his day-to-day operating problems that he fails to understand the over-all corporate picture.

Mr. Eacker said that if new horizons

are to be met the Operating Section must assume a responsibility to find realistic methods of producing a flexible substitute for gas. He said this should be done, not because the substitute is needed now, but because a good substitute will tend to hold the price of natural gas in line.

"Finding a gas substitute also would please the financial interests, so that we could obtain money at more favorable rates for expansion. It would also place us in a state of readiness when and if these additional gas resources are required," he said.

Mr. Eacker said that it is up to the gas industry to make better known the contributions it makes to the soundness of its local communities. "And in the legislative and regulatory fields, we must



Operating Section executives are (l. to r.) J. T. Innis, chairman-elect; Herbert C. Jones, retiring chairman; and Samuel W. Horsfield, vice-chairman-elect

sell the idea that gas pipelines are a means of public transportation, equally as important to the public welfare as are other transportation means," he added.

"There is no regulation quite so bad as one made by an uninformed public servant," Mr. Eacker said. "We must find a way to keep Regulatory Authorities fully informed and to help them in the development of improved codes so that costs and restrictions on the industry's facilities and customers will not become prohibitive."

He said that preventive maintenance of facilities, particularly mains and services, can be improved. He added that

Mr. Mitchell said that the gas industry is so well imbedded in the lives and welfare of the public that, without doubt, it will reach new horizons. Increased population and an improved standard of living make this a certainty, he said.

"What we must ask ourselves," he said, "is whether or not we, as an industry, are now constructed and geared to live up to our top service possibility and our economic potential."

"If we are to live up to our economic potential," he said, "our great needs are easily defined: adequate gas, adequate over-all research, and competitive pro-

whether or not we are progressing on a par with other industries. "We still have not obtained a substitute for peak shaving," he pointed out. "Because of this, the financial community is penalizing the gas industry in two ways: in its rating of our securities and in demanding that our bonds carry high sinking fund annual requirements."

He said we have made great progress through the introduction of underground storage, but that our load factor lags in our distribution systems.

"The electric industry is balancing air conditioning, heating, and small industrial, commercial and residential needs



Herbert C. Jones (center) greets the members of the Presidents' Panel—(l. to r.) Robert W. Otto, Everett J. Boothby, Earl H. Eacker, and Dean H. Mitchell



J. T. Innis presents to Mrs. Herbert C. Jones a clock-barometer inscribed to Herb and Edith Jones, 1959 Operating Section co-chairmen

property damage accidents result in repercussions that are felt everywhere. "The reaction is almost always detrimental to our product," he said.

Mr. Eacker said that population growth, competition, new products and processes, public and financial acceptance, and the necessity for finding competitive methods to control the costs of gas services will make the horizons of tomorrow different from the images of today.

Tomorrow's horizons present interesting challenges that call for alertness, technical and human relations know-how, imagination, the application of good common sense, and the will to advance. "And remember," he said, "the new horizons of today are the accomplishments of tomorrow."

motion."

Mr. Mitchell, president of A. G. A. in 1956, emphasized that these three necessities are an industry responsibility, and that understanding and unity within the industry are the keys to top performance.

He said that "we are an industry whose segments are too self-centered." It has been apparent now for some time, he said, "that no good solution to an adequate production of gas is politically possible without the efforts of a unified industry."

Mr. Mitchell said that there can be no greater accomplishment in the next few years than to bring about an understanding within the various segments of the industry.

In research, Mr. Mitchell questioned

into a remarkably steady use of its distribution system," he said. "The cost at the customer's meter for electric heating compares so closely to gas heating that we cannot afford too much part-time use of our gas distribution systems and still maintain a price advantage," he added.

"Too often," he said, "we follow rather than lead the competitor in new appliance innovations that sparkle with modernity." He called for better appliance research because it is "essential to appliance promotion and improvement in our distribution load factor."

The fact is, he said, that "operating systems from wellhead to the meter cry for technological improvements."

He stressed that increased promotion is essential. "In every other business I can think of, the manufacturer and

wholesaler take great interest and financial responsibility in helping to mold public minds in favor of their product and usefulness, and in no industry is this economic philosophy more prevalent than in the conduct of our electric competitor," he said.

"Since regulatory pressure upon local gas companies tends to hold such expenditures not too far from like electric costs, it will take support from every segment of the gas industry to match proportionally the results obtained by the electric competitor," he stated.

Mr. Mitchell said we also need promotional advertising of an institutional nature for the gas industry as a unit. He cited a recent public opinion survey which showed that the public is not fully aware of the gas industry's contribution to the nation.

He closed by saying that the gas industry understands that the greatest public service it can offer coincides with its top economic potential. "Someday, we also will understand that unity in our industry can best bring about the production, the research, and the promotion that will allow us to obtain it."

Mr. Otto, A. G. A. president in 1958, said that the operations of the gas industry may be divided into five areas: discovery, production, transmission, distribution, and sales. "In each of these areas, we have made a 20-year record of success and growth that can scarcely be duplicated in the history of American industry," he said.

"I think the indications are good that the next 20 years will see an even more astonishing growth performance," he added. "Whether this growth continues or not will depend squarely upon our ability to solve the fundamental problems that beset us—those 'unnatural' problems our industry sees ahead."

Mr. Otto said that, in every instance, these problems are not just operating ones but a "double-barreled top question of over-all industry and government policy that gives us our real difficulties."

We know how to do the specific working jobs our business requires, he said. "What we do not know is how to set up an environment within our own industry community or in the larger public community that will foster rather than cripple our ability to get up and go," he stated.

That we must continue the discovery of new gas reserves was pointed up by

(Continued on page 36)



Visitors to the Operating Section exhibit are (l. to r.) Wister H. Ligon, C. S. Stackpole, J. J. Hedrick, J. Theodore Wolfe, Eskil I. Bjork, and H. C. Jones

Outdoor exhibit shows newest industry 'tools'

"Slit Witch," a machine that installs pipe for gas lights, is studied by (l. to r.) Wister H. Ligon, J. Theodore Wolfe, Eskil I. Bjork, and J. J. Hedrick



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nes



Highlight of the exhibit was this 200-foot pipeline bridge, which was suspended from 25-foot-high movable steel towers and was raised and lowered



Some of the companies that participated in the Operating Section exhibit in Chicago prepare their equipment displays before the arrival of the delegates

Some 500 delegates visited the Operating Section's exhibit and demonstration of "New Tools for Growth and Service" during the A. G. A. convention.

Included in the 10-acre display area were examples of the most modern equipment used in the construction, maintenance, and operation of gas industry facilities. The display area was made available to A. G. A. by The Peoples Gas Light and Coke Co.

A highlight of the exhibit was a 200-foot pipeline bridge, which was suspended from 25-foot-high movable steel towers and was raised and lowered.

Following are the participating exhibitors and the equipment they displayed: Agricat Equipment Co.—"Agricat" tractor for converting "Agricat" into a trencher-digger; A. J. Parsons—"Go-for-Digger" trenching machine and Parsons Lincoln mobile welder; Auburn Machine Works, Inc.—Auburn "Gear-Draulic" trencher and "Jeep-A-Trench Gear-Draulic" trencher; Barber-Greene Co.—Models 702-A, 772, and 705-B (ditching machines); Clear Span Sales Co., Inc.—pipeline suspension bridge; Cleveland Trencher Co.—Cleveland trencher and backfiller sidecrane; Conti-

nental Industries—"Thermo-Tap" Thermit process of welding service connections on to mains; C. W. Fuelling, Inc.—equipment and method for internal sealing of joints in bell-spigot or coupled steel mains; Davey Compressor Co.—truck-mounted and tractor-mounted air compressors; E. H. Wachs Co.—guillotine saw, power drive, and Bev-L-Grinder; Electronic Specialties Co.—barricades and warning lights; En-Arc Manufacturing Corp.—front-mounted, power take-off air compressor; Frank G. Hough Co.—"Payloader" with bucket

(Continued on page 36)

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rick



Here are some additional views of pieces of machinery and equipment shown during the convention exhibit



180 attend Industrial Gas School



Ray R. West (l.) and Roland C. Longstreet, Minneapolis-Honeywell Regulator Co., demonstrate new ultra-violet flame sensing device



School participants included Thomas H. Evans, Chairman F. Thompson Brooks, Milton J. Firey, Ralph L. Melaney, and George E. Marble

More than 180 students attended the sixth biennial Industrial Gas School at the Penn-Sheraton Hotel in Pittsburgh during the week of Sept. 14. The students represented 27 states, the District of Columbia, Ontario, and Venezuela.

For five days, the students heard discussions of industrial gas utilization and equipment, of the equipment's applications to various processing operations, and of sales approaches.

The school opened with a talk by Milton J. Firey of Baltimore. A traditional speaker at A. G. A. schools, Mr. Firey presented pointers on industrial gas sales.

The school's closing address was given by J. Robert Delaney, manager, gas sales, Cincinnati Gas and Electric Co. Mr. Delaney recounted his experiences over the years and suggested to the students a 13-point "code of everyday conduct."

During the week, some 35 lectures were presented on such subjects as a plant survey; Information Letter No. 90, which covers the engineering of gas piping systems and which is on its way to becoming an American Standard; recommendations for the installation of equipment; and combustion safeguards.

Protective devices were discussed by Ray West of Minneapolis-Honeywell Regulator Co. Mr. West demonstrated his company's latest ultraviolet flame-sensing device, which can discriminate between flame and hot refractories that emit infra-red rays.

Study combustion systems

An entire day was devoted to discussions of combustion fundamentals, the various combustion systems in use, and the applications of dual fuel burners.

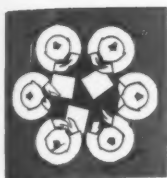
Another day was filled with a series of lectures on heat treating, the technical

aspects of metal grain structure in both ferrous and nonferrous metals, how heat treatment affects various metals at different temperatures, high-pressure gas atomizing of liquid fuels for open hearth steel operations, die casting, and nonferrous metal melting.

Other subjects covered during the school included packaged steam boilers, techniques for selling gas for boiler fuel, direct- and indirect-fired convection ovens, infra-red burners, immersion heating, unit space heaters, food processing, the production and application of prepared atmospheres, equipment maintenance, gas engine applications, and the luminous wall furnace.

There was a question-and-answer period at the end of each session of speeches.

Bound copies of the lectures are available at \$6 each from the Order and Billing Department, A. G. A., 420 Lexington Avenue, New York 17, N. Y.



Industrial relations round-table

Prepared by
A. G. A. Personnel Committee

Edited by W. T. Simmons

Assistant Personnel Manager
Philadelphia Electric Co.

● **He who laughs, lasts**—In the June issue of *"Your Life,"* Margo Fischer stated that a way to avoid heart disease, ulcers, and mental illness is to laugh—heartily and often. Medical studies have revealed that a healthy peal of laughter has definite beneficial effects upon the lungs, heart, stomach, liver, pancreas, and spleen, as well as upon the emotional state of being. Other studies on laughter have disclosed this remarkable phenomenon; laughter reduces high blood pressure. Laughter has also proved a wonderful medication where mental and nervous disorders are concerned.

One young woman, who was afflicted with an annoying skin irritation caused by nervousness, decided to laugh out loud whenever she began to itch. The result? Her skin condition cleared up in a few months.

This brings up the question of whether or not forced laughter can be effective. There are some who say it can. Try it on yourself; force yourself to smile. After a while, you will find that you will not have to force it. Now laugh out loud. Notice how relaxed you feel afterwards?

The article further stated that if you make a point of giving your sense of humor a daily workout you can actually laugh your way to better health.

● **The alcoholic: help him**—In an article that appeared in the June issue of *"Factory Magazine,"* Arthur H. Cain, director of the research division of E. J. Ade and Co., Inc., New York City, presented interesting data about alcoholics among our employees and how to help them.

About 25 of every 1,000 employees in many companies are alcoholics, Mr. Cain stated, noting that a company loses \$1000 a year per problem drinker. He added that more than half of these sufferers could be helped—could be brought back to full productivity and good health—for a fraction of the present annual cost to each company.

What is an alcoholic? He is a person whose drinking damages his health, impairs his personal relations, and reduces his work efficiency and dependability. He may be anybody—a key executive, a skilled worker, a laborer, or an engineer.

Tomorrow's alcoholic is today's problem drinker. He probably is not a skid-row drinker. As a matter of fact, the problem drinker is cagey. He is sick and suffering from a serious disorder and, unless he

gets treatment, he becomes progressively worse.

Mr. Cain stated that the usual employee survey techniques are of little use in a study of alcoholism. A questionnaire, for example, is a poor tool for unearthing problems as carefully hidden as alcoholism. Three new techniques however, were developed during a recent survey. They are these:

1. **Making comparisons**—Review the employee population to see if it is similar to populations from which reliable alcoholism data have already been derived. For example, the national percentage of alcoholism is estimated to be 3 per cent. Then consider geographic factors. Problem drinking is heavier in some areas of the United States than it is in others. Urban drinking is higher than rural drinking. The racial, ethnic, and religious backgrounds of workers are also important factors. In addition, there is a greater incidence of alcoholism among men than women, but women hide alcoholism more carefully than do men. Finally, the greatest incidence of known alcoholism is in the 35 to 45 age bracket.

2. **Researching the records**—Absences, especially on Monday, are a good tip-off. Authoritative estimates place days lost due to alcoholism at 22 per man per year. This rate is more than double the rate for all other causes.

3. **Probing those who know**—There are people in the plant who have their thumbs on the alcohol problem. They know who some of the alcoholics are. The trouble is that they will not talk unless they are convinced that the researcher is there to help.

You can help to reduce the losses that alcoholism causes in your plant by doing two things: Learn to identify the symptoms of problem drinking and direct a sick person to competent guidance before his problem becomes insoluble.

● **Arbitration decisions: Discharge after 90-day jail sentence is upheld by umpire**—Umpire Ralph Seward chided both sides in an arbitration between Bethlehem Steel Co. and the Steelworkers' Local 2602 for taking an "overly rigid and unrealistic" position on the question of whether or not an employee should be discharged because he has had to spend some time in jail.

Mr. Seward said that the union seemed to believe that, since an employee in jail is not free to come to work, his absence for that reason should always be considered a "reasonable cause." The company seemed to believe that serving a jail sentence never should be considered a good cause for absence, since the employee is responsible for the acts which brought on the sentence.

The grievance at the Lackawanna plant was brought up under a contract clause which states that an employee's seniority will be broken "if his employment shall be terminated by the company because he shall

have been absent from work for 10 days or more without reasonable cause."

The grievant was sent to jail for 90 days for nonsupport. On his return, he was dropped by the company because he had been absent for more than 10 days. Mr. Seward noted that the clause does not provide that every employee who is absent for 10 days or more without reasonable cause may be terminated. Rather, it provides that if he is terminated for that reason, his seniority is broken.

Mr. Seward thought that the clause was aimed at employees who just "disappeared" from work without notice to the company and thereby made it difficult to schedule work. Employees who are sent to jail present a different problem, since "they have not turned their back on their obligations as employees," and "their absence is not the result of a decision not to come to work."

Other matters must also be taken into consideration, Mr. Seward said. Such matters are the employee's length of service, his prior disciplinary record, and, above all, his record for dependability.

On these bases, Mr. Seward decided that the grievant's termination was justified. Mr. Seward mentioned the length of the sentence, the grievant's responsibility for it, and the lack of any offsetting factors in his record. "Far from being a dependable employee," Mr. Seward concluded, "he was absent from work so frequently as greatly to increase the financial difficulties which led to his jail sentence."

● **Court decisions: Employers free to select any bargaining agent**—When a man bites a dog, that is news. When a former union official is an employer's bargaining agent, that is also news. And when a union refuses to bargain with an employer's spokesman because he had once been a union official, that violates the NLRA, said the NLRB (ILGWU and Slate Belt Apparel Contractors Association). And the third Court of Appeals agreed (NLRB v. ILGWU).

The union committed two unfair labor practices by its adamant stand: (1) restraint and coercion of the employer in his choice of a bargaining representative and (2) a refusal to bargain with the employer. The NLRB ordered an international and its locals to bargain with the former union official, who was now bargaining representative and manager of an employers' association.

The former union official had been with the union for 10 years. After that, he had been in business for himself. He testified that during his 10 years with the union he had not had access to any confidential information that would be detrimental to the union if used in contract negotiations or grievance settlements.

(Continued on page 36)

Presidents Panel

(Continued from page 32)

the fact that our known reserves will last only 22 years according to current use. However, Mr. Otto said, new techniques of finding gas at deeper levels in new areas assure the industry of a long and dynamic growth.

Mr. Otto said that in the production of gas great strides have been made by research and development in finding new techniques of production. "Promising experiments to revolutionize drilling by eliminating rotating drill pipe may be expected one day to permit the sinking of wells to depths scarcely imaginable today."

He said the industry can be proud of its production progress. "However, it is the 'unnatural' environmental problems—price and regulation—that we must solve," he stated. Mr. Otto said that it is of little comfort to the producer only to know how to produce gas; he must also know how to produce it in increasing quantities each year for the interstate market.

Mr. Otto added that in the techniques of transmission we have the same picture. "Technically, we are coming closer to doing what we want to do in this industry. The real problem continues to be environment. There remains for pipelineers today the tangled question of the

right degree and the right application of federal rate regulation on gas carried interstate and sold for resale," he said.

Mr. Otto said that in our distribution operations gas technology has made, and is making, impressive gains. "If only we could be as optimistic about our broad environmental problems—those that affect the availability of gas to us, the price we pay for it, and the rates we may look for to finance the expansion that we must have to achieve our industry's potential," he said.

In the field of selling, Mr. Otto said that the industry has done a tremendous job but that the problems mentioned above are the chief obstacles to be faced in the area of selling, too.

Mr. Otto proposed that the gas industry harmony group move toward a common understanding that will result in industry-wide agreement on basic policies and objectives. "This would place us in a position to speak to the public with an effective voice, to have our views heard with new respect in legislative halls, and to have our reasonable proposals attended to with new understanding by regulatory bodies," he stated.

Mr. Otto proposed that "our target be nothing short of the actual drafting of a legislative bill that we could support in Congress—a bill to accomplish what three Harris bills have failed to do—to settle once and for all the policy

of the United States government regarding the regulation of the natural gas industry in the common best interests of the industry and all of the people of this nation."

We can write a bill that can do this job, he said, "It will be a statute that will give our industry the environment it needs to continue growing—a statute that will assure the consuming public of adequate supplies of natural gas at prices reasonably set by the interplay of competitive forces and appropriate government regulation."

The Presidents Panel was introduced by retiring Section Chairman H. C. Jones, gas engineer, gas division, New England Electric System. Mr. Jones reported on Section activities during the past year and introduced V. F. Bittner, chairman of the Section's Nominating Committee. Following Mr. Bittner's report, the new officers were elected.

J. T. Innis, vice-president, Northern Natural Gas Co., was elected chairman. Other officers elected were first vice-chairman, Samuel W. Horsfield, vice-president, Long Island Lighting Co.; and H. L. Fruechtenicht, director of gas procurement and development, Consumers Power Co.

A. G. A. President J. Theodore Wolfe presented the Distribution Achievement Award and the Operating Section Awards of Merit. (See awards story, page 8.)

Exhibit

(Continued from page 33)

and backhoe for use as a skidshovel, scraper, or bulldozer, and "Payloader" with sideboom for pipelining and backfilling; Gar Wood Industries, Inc.—wheel-type and ladder-type ditching machines; Hydraulic Machinery Co.—"Hy-Hoe" all-hydraulic backhoe; International Equipment Development Corp.—"Jay Tamper" self-propelled vibratory compactor with interchangeable blades, and "Rapak" self-contained compactor

with interchangeable shoes; John Deere Co.—wheel and crawler tractors with end-loaders, backhoes, bulldozers, trencher, and sideboom; Leece-Neville Co.—truck-mounted alternator-generator system for operating electric drills and hammers; Parsons Co.—"Trenchliner" self-propelled, multiple-bucket excavators for all trenching requirements; Pittsburgh Coke and Chemical Co.—"Tar-set" pipe coating mechanism; Schramm, Inc.—"Pneumatractor" self-propelled air compressors with hydraulically operated front-end loader and backhoe for trench-

ing, digging, and backfilling and operating pneumatic construction tools; Sooner Boomer Manufacturing Division—tractor-mounted Sooner Boomer pipelayers; Thompson Trailer Corp.—Jeep-powered Thompson "Leveloader" truck; Vermeer Manufacturing Co.—Models 4T, W-2, and 524T (Pow-R-Ditchers); White Motor Co.—White Model 3000 Power-Tilt cab and chassis for distribution company work in urban areas; Witch Marketing Co.—"Ditch Witch" self-propelled trenching machines; and Detecto Co.—"Gas Hound" mobile gas leak detector.

Industrial Relations

(Continued from page 35)

The union, however, refused to bargain. It argued that, legally and ethically, if employers or clients reposed trust and confidence in a person, that person should be barred from using his knowledge to hurt his former employer. It admitted that its established policy was not to deal with union officers who left the union and later represented employers.

The union said that the relationship between it and its former official was the same as that between a client and his lawyer. It argued that a lawyer is not permitted to serve one client and then go over to an adversary.

But the NLRB disagreed. A more logical comparison, it said, existed in the field of business, where confidences acquired in the course of employment may not be betrayed. The information acquired by the employer's negotiator while he was with the union per-

tained mostly to how it detected employer violations of contracts and how it interpreted certain ambiguities in its contracts with employers.

The union was unable to point out how this information could be detrimental to it in bargaining negotiations. In fact, it refused to attempt to do so. Without evidence that the manager had acquired confidences and was using them to the detriment of the union, the union was declared unjustified in refusing to bargain with him.

10 Kitchens

(Continued from page 20)

sories, lighting fixtures, and color schemes were varied. The result was two basically identical kitchens that appeared to be two completely different rooms.

The kitchen and laundry area designed by *Good Housekeeping* and Dimensional Kitchens, division of Raygold Industries, included two kitchens and one laundry. The three-part display contained "ideas for everyone from the apartment dwellers to the families with kitchens opening on to a terrace."

The *House & Garden*—St. Charles

Manufacturing Co. exhibit included a complete food preparation center, a dining area, a service pantry, and a laundry-sewing room. This compact, U-shaped room was described as "a homemaker's dream of efficiency, enhanced by modern gas appliances and smart styling."

The *New Homes Guide*—Geneva Modern Kitchens display featured a kitchen, laundry-sewing room, and family room. The family room was outfitted with a built-in gas oven and gas barbecue.

Living for Young Homemakers participated in two kitchen and laundry exhibits. One was a semicircular kitchen designed in conjunction with Nevamar

Carefree Kitchens. The other, designed with Elkay Manufacturing Co., was described as "sinkronizing" and simplifying the homemaker's kitchen and laundry activities by incorporating an adequate number of sink units.

The *Woman's Day*—Mutschler Bros. Co. display included two kitchens alike in design but different in decor. One sported early American styling and provincial cabinets. The other included modern, clean-line cabinets and contemporary accessories.

Rounding out the "Parade" was Whirlpool Corp.'s ultra-modern RCA Whirlpool "Mrs. America" kitchen.

Facts and Figures

(Continued from page 22)

sold 5,558 million therms of gas during July 1959. This figure is equivalent to an increase of 15.1 per cent over the 4,827 million therms sold in July 1958. The increase in total sales can be attributed to the significant gain that occurred in industrial sales despite the nationwide steel strike, which began early in July. Industrial sales of gas in July 1959 amounted to 4,005 million therms, a gain of 15.5 per cent over the 3,467 million therms consumed in July 1958.

Industrial production in July 1959, as measured by the Federal Reserve Board index, was up 14.2 per cent above July 1958. The index of industrial production (1947-1949 = 100) for July 1959

SHIPMENTS OF GAS AND ELECTRIC CLOTHES DRYERS, 1948-1959

Year	Gas	Electric	Ratio of Electric to Gas
1948	15,300	76,700	5.0
1949	21,100	84,600	4.0
1950	67,500	251,000	3.7
1951	138,000	354,000	2.6
1952	161,000	473,900	2.9
1953	168,200	568,500	3.4
1954	243,200	697,700	2.9
1955	369,000	1,027,600	2.8
1956	418,100	1,104,500	2.6
1957	400,000	894,000	2.2
1958	385,000	826,000	2.1
1959*	242,000	493,900	2.0

* First eight months.

was 153, up 19 points over July 1958. A. G. A.'s index of utility and pipeline sales was 261.0 (1947-1949 = 100).

During the 12 months ended July 31, 1959, total utility and pipeline sales

SHIPMENTS OF GAS AND ELECTRIC AUTOMATIC STORAGE WATER HEATERS, 1948-1959

Year	Gas	Electric	Ratio of Gas to Electric
1948	1,718,000	1,040,000	1.7
1949	1,656,000	695,000	2.4
1950	2,563,000	990,000	2.6
1951	2,074,400	845,000	2.5
1952	1,995,400	720,000	2.8
1953	2,274,000	780,000	2.9
1954	2,445,400	806,000	3.0
1955	2,823,300	900,000	3.1
1956	2,818,500	870,000	3.2
1957	2,578,200	800,000	3.2
1958	2,673,400	820,000	3.3
1959*	1,789,400	498,600	3.6

* First seven months.

amounted to 85,587 million therms, equivalent to an increase of 8.0 per cent over the 79,217 million therms consumed in the 12 months ended July 31, 1958.

Utility companies participate in newspapers' sales promotion

UTILITY COMPANIES in many areas of the United States and Canada are currently participating in a nationwide promotion originated by the newspaper industry and spearheaded by the Bureau of Advertising of the American Newspaper Publishers Association.

The campaign runs from Nov. 9-21. Entitled "Make Your Home Happier with a New Appliance," it is the third of three two-week industry promotions conducted by the newspaper industry in 1959. The other two were in automotive promotion in April and a food promotion in September.

According to M. F. Batterton, central manager of the bureau, several hundred daily newspapers have organized the campaign in their communities and have enlisted strong support from the appliance industry.

Manufacturers, associations, retail chains, and other groups in the industry, Mr. Batterton said, are confident that the project will provide a strong stimulus to the sales of their products.

Complete kits of advertising layouts and

promotion ideas have been provided by the bureau for the appliance promotion, and several thousand advertisements and display pieces will carry the theme line during the campaign.

In his explanation of the campaign, Mr. Batterton pointed out the value of newspaper advertising to utility companies in their efforts to build a favorable image for themselves among the public.

Power Engineers' Association elects Foreman president

HUGH H. FOREMAN, special engineer, industrial sales staff, Southern California Gas Co., has been elected president and chairman of the board of the National Association of Power Engineers, Inc.

Mr. Foreman, who joined the association in 1930, will head the 13,000 power engineers and suppliers of power equipment included in the association's 180 chapters.

Mr. Foreman is also chairman of the industrial data book committee of the Pacific Coast Gas Association, a member of the Glass and Ceramics Committee of A. G. A., a char-

ter member of the Enamellers Club of Los Angeles, a member of the American Society of Bakery Engineers, and a past president of the Metropolitan Los Angeles Central Manufacturing District Optimist Club.

E. G. Reynolds promoted

ELLSWORTH G. REYNOLDS, secretary of Michigan Consolidated Gas Co., has been elected a vice-president. Mr. Reynolds, an attorney, joined Michigan Consolidated Gas in 1948. He became an assistant secretary in 1952 and secretary in 1953.

Industry news

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The company first entered the irrigation field in 1952. At that time, it supplied 600 water wells. In 1953, the number of wells was 1,156; in 1954, it was 3,017; it is currently 22,000.

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Mr. Mitchell is a former president of A. G. A. Mr. Purcell is a member and a former chairman of A. G. A.'s Public Relations Committee.

During the presentation, Mrs. Griswold congratulated the utility's officials. "Your accomplishment in the field of stockholder and community relations," she told them, "is a distinguished example of how enlightened management, with the aid of skilled public

relations, can serve the best interests of both the public and your company. I congratulate you and your organization for the performance, understanding, and practice of public relations which has earned you this award."

The nine other award winners were The Bank of America, Frigidaire Division of General Motors Corp., The Sieberling Rubber Co., Southern Pacific Railroad, the Manufacturers Association of Syracuse (N. Y.), the Theodore Roosevelt Association, and the Economic Development Administration of the Commonwealth of Puerto Rico.

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Julia Meade introduces another new model



Julia Meade, spokeswoman for the natural gas industry and introducer of many new gas appliance models, introduces a new model of her own—Caroline Meade Rudd, who weighed in on Sept. 30 at six pounds two ounces. Beaming at left is the proud father, Worsham O. Rudd. This photograph, which was circulated from coast to coast by the Associated Press, appeared in many newspapers

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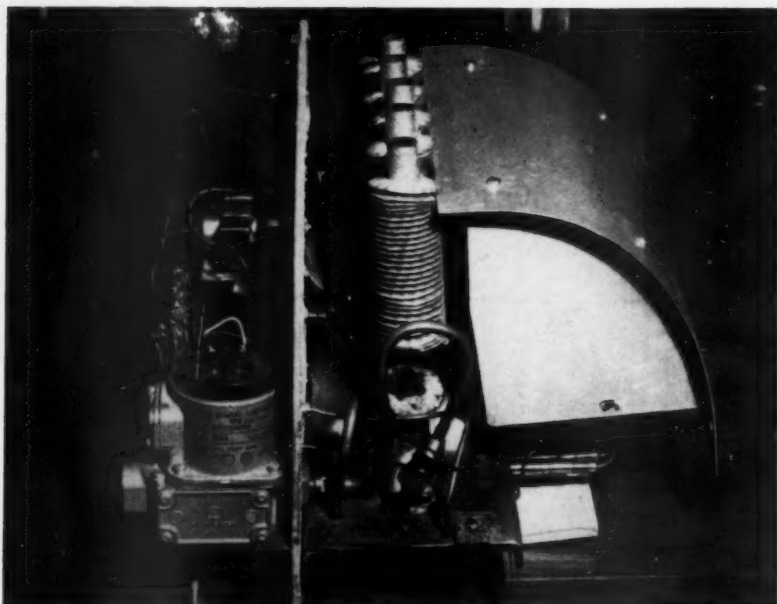
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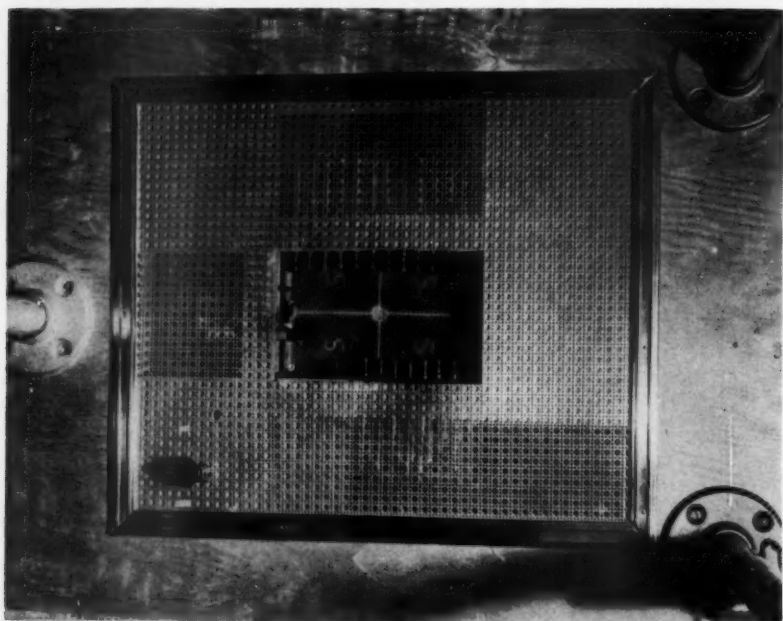
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Lone Star Gas Co. designs new gas-fueled bathroom heater



This photograph shows the gas inlet end of Lone Star Gas Co.'s heater with a side view of the 24 5/8-inch-long finned-type heat exchangers. The heat exchangers were cut from a five-foot tube



This is how the new Lone Star Gas Co. bathroom heater appears when it is installed in the ceiling. Only the radiant burner, screen, and thermocouples are visible. Other parts are concealed

A NEW CONCEPT in gas-fueled bathroom heaters has been designed and successfully demonstrated by research and development engineers of Lone Star Gas Co.

The unit combines the use of a recently developed radiant-type burner for its heat source and a series of 24 small thermocouples to generate thermoelectric energy. The thermocouples power a built-in air-handling fan to increase the efficiency of the unit by

recovering a portion of the exhaust heat. The automatic valve controls are operated by thermoelectricity.

Representing a distinct departure from conventional bathroom heaters, the unit is designed for ceiling installation.

The single-utility heater operates entirely on natural gas or LP-gas. It demonstrates the principle announced recently by A. G. A. after successful tests in the use of thermo-

electricity to drive an air-handling fan.

A. G. A.'s announcement explained that the possibility of electric generation by heat at the point of use "opens entirely new design concepts for gas appliances, promising even greater convenience and comfort. In such appliances," the announcement continued, "electricity, mechanical motion, and heat all would come from one energy source—gas."

The thermoelectric source used in the Lone Star Gas bathroom heater is the same type as that announced by the Atomic Energy Commission last January for use in space satellites that employ an atomic fuel known as Polonium 210. The A. E. C. report described the nuclear auxiliary power-generating device, known as "Snap III," as "a significant breakthrough because of its high efficiency, generating stamina, and absence of moving parts."

The same improved thermocouples are used in the Lone Star Gas unit, but natural gas instead of atomic fuel heats the thermocouples.

The small, radiant-type burner in the experimental heater supplies a high concentration of infra-red heat. The burner's high efficiency and low-cost operation have made it particularly adaptable to many commercial and industrial uses, such as quickly defrosting airplanes, lengthening the profit season for outdoor restaurants, heating outdoor construction areas, and drying grain crops for storage.

The burner's versatility makes it ideal for ceiling installation in heating large or small bathrooms because of its instant warming action despite relatively low ambient or surrounding air temperatures.

The radiant-type burner itself is a highly efficient heat source. More than 50 per cent of the heat it produces is reflected directly into the area to be heated. The burner was conceived and developed by Guenther Schwank, a German designer of gas appliances.

The Lone Star Gas experimental unit adds to the above efficiency through the air-handling unit, which recovers an additional 25 per cent of the heat that might otherwise be lost. The stack temperature is minimized by this heat recovery system: it is reduced from 1,000° F. at the burner outlet to 228° at the stack outlet. For the additional heat recovery, the fan circulates incoming cold air over the cold junctions of one set of thermocouples and blows it over a series of five small finned-tube heat exchangers connected to the horizontal exhaust header.

The burner has a constant-burning gas pilot. The main valve is controlled by means of a simple wall switch. The wiring to this control point is low voltage and low amperage. It offers no electrical hazards because of the use of self-generated thermoelectricity.

The entire unit is contained in a two-compartment box with component parts mounted on a common base. When installed in the ceiling, the only portion of the heater that is visible is the 5 1/2-inch-by-3 1/2-inch burner grid and its surrounding ornamental screen, which measures 15 3/8 inches by 13 inches.

The box above the screen is 12 inches wide, 14½ inches long, and 8¾ inches deep.

The Schwank burner is rated 4,800 Btu per hour input. The burner pilot is match-ignited just once in the autumn by holding the valve handle against the spring tension until the thermal element becomes hot. This valve provides complete shutoff of both main burner and pilot in the event of pilot failure

Ingersoll leads U.S. group

ROY C. INGERSOLL, chairman of the board, Borg-Warner Corp., has been re-appointed chairman of the manufacture committee of the Chamber of Commerce of the United States for the 1959-60 term. Reappointed as members of the committee for the same term were Clayton S. Conkright, manager, area development, Public Service Electric and Gas Co.; and Willard F. Rockwell, Jr., president, Rockwell Manufacturing Co.

East Ohio Gas launches subliminal 'Gold Star' campaign

THE EAST OHIO GAS CO. has launched a promotional campaign that employs a subliminal approach to gas range modernity and ties in with 11 manufacturers in north-eastern Ohio. The seven-week campaign, "Gold Star Days," will continue through Nov. 14.

The goal of the promotion—which utilizes newspapers, television, radio, outdoor posters, and other advertising materials—is to sell 4,000 "Gold Star" gas ranges through a campaign that "provides a more modern image of gas, improves the quality of each sale, and synchronizes promotion at all distribution levels."

In order to achieve this goal, East Ohio Gas and its advertising agency, Ketchum, MacLeod and Grove, Inc., are using an unusual design approach that spotlights the quality, performance, and modern design features of "Gold Star" gas ranges. All promotional material employs an omnibus-type design treatment, highlighted by sectionalized views of gas ranges and other decorative fashions and designs.

The approach, explains the agency, is completely modern, but the word "modern" is never used.

The 11 participating manufacturers are Caloric Appliance Corp.; Dixie Products, Inc.; Hardwick Stove Co., Inc.; Kenmore; Magic Chef; Norge, division of Borg-Warner Corp.; Whirlpool Corp.; Geo. D. Roper Corp.; The Sunray Stove Co.; The Tappan Co.; and Universal.

These manufacturers are supporting the campaign by running a minimum of 220 inches of advertising over dealer signatures in newspapers throughout the East Ohio Gas service area.

The campaign was launched late in September with a two-color, two-page spread and four 100-inch advertisements in 19 daily newspapers and with a number of 30-inch advertisements in 76 local weekly, suburban, labor, and foreign-language newspapers. Each participating manufacturer was featured in one advertisement and listed in all.

In addition, a filmed commercial was developed and prepared for the campaign by Pelican Films of New York City. This 20-

and permits remote operation of the main gas valve through the on-off switch or thermostat.

Although the experimental unit is not equipped with a radiant heat reflector around the burner, a well designed reflector would be desirable in a production model.

The cost of the pilot model, although relatively high, does not reflect the true cost

Earlville, Ill., receives gas

EARLVILLE, ILL., received natural gas from Northern Illinois Gas Co. on Sept. 14. A brief ceremony marked the occasion. Northern Illinois Gas now serves 280 communities. The natural gas designated for Earlville is transmitted from the Southwest gas fields by Michigan Wisconsin Pipe Line Co. to a tap station on the south side of Earlville where the gas enters the distribution mains of Northern Illinois Gas.

based on mass production. The retail price of the motor used in the experimental unit is \$1.95. The 24 lead telluride thermocouples cost \$4.50 each; they are now available, however, at about \$2 each to heater manufacturers. If further improvements in manufacturing could reduce the cost to 50 cents each, the economy factor would become more acceptable to manufacturers and purchasers.

Hitch heads Virginias' group

HATWOOD HITCH, vice-president in charge of personnel, public relations, and corporate matters, Virginia Electric and Power Co., has been elected president of the Public Utilities Association of the Virginias. He succeeds Hugh D. Stillman, division manager, Appalachian Power Co. The election took place at the association's recent 41st annual meeting in White Sulphur Springs, W. Va.

second film was scheduled to appear 150 times on seven major television outlets. Other television support is coming from live range demonstrations during the nightly, 15-minute East Ohio Gas television news program.

Further, 19 key radio stations were scheduled to carry a jingle—the sound track of the television film—in 1,000 spots. The campaign was also supported by 200 outdoor boards that featured high-fashion models and by window and wall banners, bus and truck cards, range-top cube displays, modular range-back floor displays, and messages mailed to customers with their gas bills.

In addition, a West Bend aluminum grid-
dle is being offered at almost half price as a

traffic-builder.

All phases of the promotion were detailed initially in sales kits presented to "Gold Star" gas range dealers and salesmen at a series of dinner meetings held early in September. Sessions were also held in Cleveland, Akron, Canton, and Youngstown in an effort to tie the East Ohio Gas fall campaign in with A. G. A.'s \$30 million sales program that includes all major range manufacturers and gas utilities.

According to John S. McElwain, general sales manager of East Ohio Gas, the reaction to the campaign by manufacturers and dealers is that it is the "most complete advertising program ever developed."

Fire chiefs see demonstration of natural gas



Pat Yank shows a robot powered by natural gas to three fire chiefs during the presentation of "Gasarama," Michigan Consolidated Gas Co.'s science show, at the recent convention of the International Fire Chiefs. The chiefs were (l. to r.) William Blaisdell of Honolulu, Reynold C. Malmquist of Minneapolis, and Adrian Meyers of Grand Rapids. Miss Yank was a member of the show's cast

Texas Illinois to become wholly owned subsidiary of Peoples Gas

THE BOARDS OF DIRECTORS of The Peoples Gas Light and Coke Co. and Texas Illinois Natural Gas Pipeline Co. have approved a plan, subject to certain conditions, under which Texas Illinois will, in effect, become a wholly owned subsidiary of Peoples Gas.

Peoples Gas now owns 70.56 per cent of the outstanding common stock of Texas Illinois.

Under the new plan, common stockholders of Texas Illinois will receive one share of Peoples Gas capital stock for each two shares of Texas Illinois common stock.

In addition, the assets of Texas Illinois will be transferred to a new wholly owned subsidiary of Peoples Gas in exchange for

capital stock of Peoples Gas.

The plan also contemplates both the redemption of outstanding shares of Texas Illinois cumulative preferred stock, \$5 series, and the ultimate merger of the present assets and business of Texas Illinois with those of Natural Gas Pipeline Co. of America, another wholly owned subsidiary of Peoples Gas.

Eskil I. Bjork, chairman of Peoples Gas and chairman of the board of directors of Texas Illinois, said that the directors had made the consummation of the plan contingent upon the receipt of a ruling from the Internal Revenue Service that the exchange will be tax-free to the common stockholders of Texas Illinois and to the companies in the

Peoples Gas system. The consummation is also contingent upon the approval of the plan by the Texas Illinois stockholders and upon the requisite approval of the plan by regulatory and governmental bodies, including the Illinois Commerce Commission and the Federal Power Commission.

The plan will not become effective if more than 5 per cent of the common stock of Texas Illinois is voted in opposition to it.

Mr. Bjork said that the completion of the plan should lead to savings in operating expenses and taxes and should provide other benefits to the Peoples Gas system. He added that the net effect in the future on the Peoples Gas consolidated net income per share should not be material.

Southeastern Michigan Gas builds \$100,000 operations center

SOUTHEASTERN MICHIGAN GAS CO. has announced the construction plans for its new warehouse and operations center in New Baltimore, Mich.

Contracts for the project have been let to Dutch Construction Co., Marysville, Mich. The work is expected to be completed and the facilities to be in operation soon.

The center will be housed in a 40-foot-by-100-foot building. According to William H.

Huffmaster, general manager of the gas company, the center's location was selected because its central position will facilitate services and operations for the company's customers in Algonac, Marine City, Richmond, and Romeo.

Operation of the plant will require about 30 employees.

In a related development, negotiations have been begun for the construction of a 73-foot-

by-64-foot sales and office building adjacent to the center. This building, which will be surrounded by gas lights, will include a model kitchen and a complete line of gas appliances in operation and will provide customer parking facilities.

The cost of the project is estimated at more than \$100,000. The center was designed by Charles M. Valentine and Associates, Marysville.

A.G.A. announces new publications issued during October

(The catalog number, which must be included with each order, appears after each publication as "Cat. No.")

LABORATORIES

- Directory of Approved Appliances and

Arkla markets new gas light



Arkla Air Conditioning Corp. is now marketing this new gas light, the "Imperial," the seventh design in the line of "Gaslites by Arkla." The "Imperial" features a golden eagle crest, a sharply tapered glass area, a hurricane-style chimney, and a decorative glass gallery. It is 14 1/2 inches high and 13 1/4 inches wide, provides 75-80 candle power, and is available with an eight-foot-three-inch-diameter post, enclosed copper tubing, and installation equipment

Listed Accessories, July 1959. Semiannual issue. 75 cents.

STATISTICS

- Report of Subcommittee on Gas Air Conditioning Rates, 1958 and 1959. 50 cents to members, \$1 to non-members. Cat. No. 53/S.
- Monthly Bulletin of Utility Gas Sales, July 1959. Free. Cat. No. 16g/S.
- Quarterly Report of Gas Industry Operations, Second Quarter 1959. Free. Cat. No. 20b/S.

DOMESTIC RESEARCH

- Cathodic Protection of Domestic Gas-Fired Hot Water Storage Tanks, by R. C. Weast. \$1. Cat. No. 126/DR.

PUBLIC INFORMATION

- Natural Gas—Versatile Giant from the Earth. Reprint from *Coronet*. One cent, plus shipping charges from Chicago. Cat. No. 48/PI-P.
- Holiday Trends. 10 cents per copy, \$100 per 1,000 copies. Cat. No. 49/PI-P.

OPERATING

- Bibliography on Underground Storage. (Includes Supplement No. 1, July 1959.) 50 cents. Cat. No. OP/59/4.
- Gas Dispatching, by C. M. Springer. 25 cents. Cat. No. CEP/59/13.
- Notes on the History of Natural Gas Liquefaction Work, by K. B. Nagler. 25 cents. Cat. No. CEP/59/14.
- Storage of Liquefied Petroleum Gases in Prestressed Concrete Pipe, by R. J. Sweitzer.

25 cents. Cat. No. CEP/59/15.

- Effect of Heating Value and Specific Gravity on the Over-all Economics of Gas Production, Transmission, and Distribution, by Dr. M. A. Elliott. 25 cents. Cat. No. CEP/59/16.

- Liquefaction and Storage of Natural Gas for Peak Shaving, by A. Russell Young. 25 cents. Cat. No. CEP/59/17.

- Suggested Safe Practices for Stand-by Plant Operations, by C. L. Pendleton. 25 cents. Cat. No. CEP/59/51.

- Some Comments on Probable Future Costs of Synthetic Pipeline Gas, by R. G. Minet. 25 cents. Cat. No. CEP/59/52.

- Experience with Checker Brick, by G. L. Bixby. 25 cents. Cat. No. CEP/59/53.

- Internal Cleaning Operations on Pipelines: Dry Scraping Method, by J. N. White. 25 cents. Cat. No. GSTS/59/13, Part 3.

- Vapor Phase Cooling and Low-Pressure Steam Utilization, by C. D. Long and H. W. Egger. 25 cents. Cat. No. GSTS/59/14.

- What Is Microwave? by D. E. York. 25 cents. Cat. No. GSTS/59/15.

- The Design and Installation of Pipeline River Crossings, by L. M. Odom. 25 cents. Cat. No. GSTS/59/16.

- Aluminum Bearing Experiences, by J. B. Eaton, Jr. 25 cents. Cat. No. GSTS/59/17.

- The Bellows Differential Gauge, by G. W. Swinney. 25 cents. Cat. No. GSTS/59/18.

- Casing Corrosion and Its Mitigation in Gas Storage Wells, by Y. W. Titterton. 25 cents. Cat. No. GSTS/59/19.

- Testing and Evaluation of New Coating Materials, by N. T. Shideler. 25 cents. Cat.

No. GSTS/59/50.

• **Automatic Otto's First Birthday**, by A. W. Foster. 25 cents. Cat. No. GSTS/59/51.

• **Eighth Annual Report on Underground Gas Storage Statistics**, compiled by the Subcommittee on Underground Gas Storage Statistics. 25 cents. Cat. No. OP/59/1.

• **Safety Aspects in the Design of Large Meter Installations**, by E. A. Skibinski. 25 cents. Cat. No. DMC/59/18.

• **Survey of Factors Used in Classification of Meter Repairs**, by L. C. Baldacci. 25 cents. Cat. No. DMC/59/19.

• **Data Processor for Gas Distribution Systems**, by A. E. Mignone. 25 cents. Cat. No. DMC/59/20.

• **Synthetic Diaphragms for Gas Meters**, by E. C. Hemes. 25 cents. Cat. No. DMC/59/21.

• **Design, Application, and Maintenance of Hydraulic Components**, by P. C. Mortenson. 25 cents. Cat. No. DMC/59/22.

• **Internal Sealing of Gas Mains by the "Never Leak" Method**, by C. P. Xenis. 25 cents. Cat. No. DMC/59/23.

• **Air Conditioning Service-Industry Experience**, by G. K. Bachmann. 25 cents. Cat. No. DMC/59/24.

• **When Should Compression Joints Be Reinforced?** by T. J. Miller. 25 cents. Cat. No. DMC/59/25.

• **Progress Report on Pilot Improvements**, by C. F. Miller. 25 cents. Cat. No. DMC/59/26.

• **Leasing and Ownership of Vehicles**, by A. W. Stewart. 25 cents. Cat. No. DMC/59/27.

• **Follow Through on Improperly Installed Appliances**, by D. M. Baker. 25 cents. Cat. No. DMC/59/28.

• **Experiences in Increasing System Capacity**, by H. C. Missimer. 25 cents. Cat. No. DMC/59/29, Part 1; by M. L. Bock, 25 cents, Cat. No. DMC/59/29, Part 2; by P. B. Thompson, 25 cents, Cat. No. DMC/59/29, Part 3; and by E. F. Trunk, 25 cents, Cat. No.

DMC/59/29, Part 4.

• **Automotive Electrical Equipment—New Developments in Performance and Durability**, by W. C. Edmundson. 25 cents. Cat. No. DMC/59/30.

• **The Rubber Yardstick**, by G. J. Sandusky. 25 cents. Cat. No. DMC/59/31.

• **Evaluation of Current Practices in the Detection, Repair, and Prevention of Gas Leaks**, by G. G. Wilson, D. P. Hogan, and G. K. Matus. 25 cents. Cat. No. DMC/59/32.

• **Glossary of Meter and Metering Terminology**, by Fred Peters. 25 cents. Cat. No. DMC/59/53.

• **Cathodic Protection**. A chapter from *Gas Engineers' Handbook*. 25 cents. Cat. No. DMC/59/54.

• **Pipeline Coatings—Present and Future**, by N. T. Shideler. 25 cents. Cat. No. DMC/59/55.

HOME SERVICE

• **Gas Range Special Features Chart**, by the Home Service Committee. Five cents, including shipping charges. Cat. No. 16/H.

NEW FREEDOM

• **The Coming Changes in Housing**. Reprint from *Fortune*. Nine cents. Cat. No. 57/K.

ACCIDENT PREVENTION

• **Lighting Up Safely**. Safety Flipchart No. 10. One copy, \$13; two copies, \$11.50 each; 10 copies, \$10 each. Cat. No. 36/AP.

• **Easel for Safety Flipchart**. One, \$4.50; two, \$4.25 each; 10, \$4 each. Cat. No. 37/AP.

• **Gas Industry Posters**. Fifth series, 1959. \$1.25 per set. Cat. No. 38/AP.

• **How Injuries to Gas Men Might Be Avoided**. Vol. 8, Issue 3, September. One copy, free to members, 10 cents to non-

members; 2-50 copies, 10 cents each to members and non-members; 51-99 copies, seven cents each to members, 10 cents each to non-members; 100-500 copies, five cents each to members, 10 cents each to non-members. Cat. No. 7a/AP.

• **Safety Siftings**. Vol. 4, No. 3, September. One copy, free to members, 10 cents to non-members; more than one copy, 10 cents each to members and non-members. Cat. No. 21/AP(h).

EDUCATIONAL

• **Science Principles and Your Automatic Gas Incinerator**, by Professor Elbert C. Weaver. An educational science kit containing teacher's guide book, wall chart, and 36 student sheets. 1-19 kits, \$1 each, including shipping charges; 20 or more kits, 70 cents each, plus shipping charges. Cat. No. ED/15.

• **Teacher's Guide Book for kit**. 24 cents. Cat. No. ED/15a.

• **Wall Chart for kit**. 12 cents. Cat. No. ED/15b.

• **Student Sheets for kit**. 36 sheets, 75 cents; 100 or more sheets, 1¼ cents each. Cat. No. ED/15c.

PROMOTION

• **Jimmy Stewart Ad Mat Brochure**. Free. Cat. No. 62/P.

• **What's the Big Idea?** Gold Star 35mm filmstrip. One print, \$50; each additional print, \$25. Cat. No. 60/P.

• **The Gold Star in Your Future**. Gold Star 35mm filmstrip. One print, \$50; each additional print, \$25. Cat. No. 61/P.

(One set of the two films, Cat. Nos. 60/P and 61/P, costs \$90; each added set costs \$45.)

• **1960 Plan Book**. \$2. Cat. No. 24a/P.

• **1960 Gas Water Heater Display**. \$5.60 (F.O.B. Chicago). Cat. No. 63/P.

Cities Service inaugurates system-wide safety competition

IN AN EFFORT TO CONTINUE the battle against industrial accidents in the United States, Cities Service Co. of New York and its subsidiaries recently inaugurated a new safety competition, in which Cities Service companies will compete for the W. Alton Jones Safety Award.

Mr. Jones is chairman of the Cities Service executive committee. For many years, he was the company's chief executive officer.

Kirby E. Crenshaw, president of Cities Service Gas Co. of Oklahoma City, welcomed the opportunity to participate in the contest, which is aimed at reducing industrial acci-

dents.

Cities Service Gas and other Cities Service subsidiaries, Mr. Crenshaw explained, have been engaged in individual programs in the past, but this is the first time that the entire Cities Service organization has participated in a single, coordinated safety movement.

The W. Alton Jones Award will actually be two awards. One will be presented at the end of each year of the contest to the Cities Service company with the best relative safety record. The other will be a traveling award to be presented temporarily to the winning company each year and to be presented per-

manently to the company that wins it most frequently during a five-year period.

Since the types of operations of the various Cities Service companies differ, the competition will be based upon the status of each participant in comparison with other companies in the same industry.

The safety competition was formulated, and is being administered, by the industrial relations divisions of the Cities Service organization.

The period covered by the first year of the contest will extend from July 1, 1959, to June 30, 1960.

Pittsburgh gas companies sponsor 4 'House of Ease' homes

REPRESENTATIVES OF THE GAS, aluminum, and building industries in Pittsburgh joined recently to introduce four modern model homes.

The gas industry representatives, who participated in the premiere of the maintenance-free Reynolds Aluminum "House of Ease," were Equitable Gas Co., The Manufacturers Light and Heat Co., and The Peoples Natu-

ral Gas Co.

The model homes were constructed by Tom Mistick, Hayward V. McIntosh, and Edward M. Ryan, Pittsburgh builders.

The homes—which were built in subdivisions north, east, south, and west of Pittsburgh—represented the largest "House of Ease" opening in the nation so far. Some 60 major cities are displaying the "House of

Ease," but Pittsburgh is the first to offer four different models simultaneously.

The "House of Ease"—called the "All-Gas House of Savings" by the gas companies—is designed to save the homeowner more than \$13,000 over a 30-year period. This figure includes a saving of some \$6,000 in maintenance and repair costs and a saving of \$7,129 by using gas instead of electricity.

Highlights of cases before the Federal Power Commission

Bureau of Statistics, American Gas Association

Certificate cases

● **Columbia Gulf Transmission Co.** has been granted temporary authority to construct and operate about 41 miles of pipeline loop at an estimated cost of \$4.9 million. These Louisiana facilities will provide added flexibility in acquiring new gas supplies as they become available.

● **Lone Star Gas Co.** has been authorized to construct about seven miles of pipeline at an estimated cost of \$266,000. The line will connect the company's transmission system with recently contracted major natural gas reserves in Oklahoma's Knox Field. These reserves will be shared equally with Oklahoma Natural Gas Co.

● **Texas Eastern Transmission Corp.** has been issued a temporary certificate for the construction and operation of a 7,500-horsepower compressor station near Longview, Texas, at an estimated cost of \$2.5 million.

● **Transcontinental Gas Pipe Line Corp.** has received authorization in a decision filed by a presiding examiner to build approximately 129 miles of main line loops and 53 miles of purchase laterals and to add 59,280 horsepower in additional compressor capacity. These natural gas facilities, which are designed to increase delivery capacity by 155 million cubic feet daily, are estimated to cost \$53.4 million. Additional facilities involving another 123 miles of pipeline and 19,500 compressor horsepower, which are estimated to cost \$23.4 million, were not included in the authorization, since they are related to the denial of a proposed transportation service for Consolidated Edison Co. of New York, Inc., that is now under appeal in court.

● **United Fuel Gas Co.** has received a certificate to construct and operate nearly 19 miles of pipeline in West Virginia at a cost of \$2.5 million. The new facilities are designed to give the company increased capacity to meet the demands of existing customers. In another case, the company was authorized to replace about five miles of low-pressure transmission line with 16-inch pipe at an estimated cost of \$3.6 million.

● **United Gas Pipe Line Co.** has been granted authority to construct about nine miles of pipeline paralleling a section of its system that will be submerged by a flood control project on the Angelina River in Texas. The cost of the line is estimated at \$2 million.

Rate cases

● **Colorado Interstate Gas Co.** has filed a proposed change in rate form and a \$4.5 million, or 10 per cent, annual reduction in its wholesale natural gas rates. The proposed reduction, to become effective as of Nov. 1, would affect 14 wholesale customers in Colorado, Oklahoma, New Mexico, Texas, and Wyoming, and would replace rates collected subject to refund since Feb. 5, 1958.

● **Colorado-Wyoming Gas Co.** has filed a proposed change in its rate form and an \$836,000, or 11.1 per cent, annual reduction in its wholesale natural gas rates. This filing reflects a proposed rate reduction by the company's supplier, Colorado Interstate Gas Co.

● **Panhandle Eastern Pipe Line Co.** has filed a proposed \$8.7 million, or 8 per cent, annual wholesale natural gas rate increase that would affect 61 utility customers in Kansas, Missouri, Indiana, Illinois, Ohio, and Michigan. This action is in addition to both a \$7.1 million annual increase approved by a presiding examiner and a \$12.1 million annual increase now being collected subject to refund. In support of the new filing, the company cited higher wages and taxes and the increased cost of purchased gas, including a proposed \$9 million annual increase by its subsidiary and supplier, Trunkline Gas Co. Panhandle Eastern Pipe Line also claimed a 7 per cent rate of return instead of the current 5 3/4 per cent rate of return.

● **Tennessee Gas Transmission Co.** has applied for a \$26.6 million, or 10.1 per cent, increase in its annual wholesale natural gas rates. The proposed increase would affect about 100 customer companies in Connecticut, Kentucky, Louisiana, Mississippi, Massachusetts, New Hampshire, New

Jersey, New York, Ohio, Pennsylvania, Rhode Island, Tennessee, and West Virginia. Higher rates are needed to achieve a 7 per cent rate of return and to compensate for higher purchased gas costs, costs of capital, taxes, and operating costs. In addition, two other increases of \$24.1 million and \$19.2 million are continuing to be collected subject to refund.

● **Trunkline Gas Co.'s** proposed \$9.6 million, or 25.5 per cent, annual wholesale natural gas rate increase has been suspended until March 1, 1960, when it may be put into effect subject to refund if the proceedings have not been concluded. This proposal is instead of a former proposal for \$13.3 million, which was rejected as inconsistent with regulations by the FPC. The proposed rate increase would affect 24 wholesale customers. The majority of the increase, \$8.7 million, would be applicable to Panhandle Eastern Pipe Line Co. The company based its filing on increases in the costs of purchased gas, materials, wages, and other materials, and on an increase from 6 per cent to 6 3/4 per cent in the rate of return.

SUMMARY OF INDEPENDENT GAS PRODUCER RATE FILINGS—SEPTEMBER 1959

	Number	Annual Amount
Tax rate increases allowed without suspension	4	\$ 72,124
Other rate increases allowed without suspension	43	417,451
Rate increases suspended	78	4,511,933
Total rate increases	125	5,001,508
Tax rate decreases allowed without suspension	8	10,762
Other rate decreases allowed without suspension	2	22,768
Total rate decreases	10	33,530
Total rate filings	1,111	
Total rate filings acted on from June 7, 1954, to Sept. 30, 1959	41,071	
Rate increases disposed of after suspension	44	892,479
Amount allowed	—	887,773
Amount disallowed	—	—
Amount withdrawn	—	4,706
Rate increases suspended and pending as of Sept. 30, 1959	2,395	\$115,376,392

Delaware Valley utilities and manufacturers organize gas guild

THE GAS EQUIPMENT GUILD of Delaware Valley was organized formally on Sept. 22. It is an organization of gas utilities and gas equipment manufacturers located in Delaware, New Jersey, and eastern Pennsylvania.

At the organization meeting, the guild adopted its constitution and bylaws and elected officers and directors.

The officers are president, Earl G. Mills, York County Gas Co.; vice-president, Fred Wagner, J. V. Calhoun Co.; secretary, Frank

C. Shermer, Philadelphia Electric Co.; and treasurer, Robert Mack, Mears-Kane-Ofeldt, Inc.

The directors are Thomas McKenna, Delaware Power and Light Co.; John F. McGuckin, Philadelphia Gas Works, division of The United Gas Improvement Co.; Herman N. Johnson, A. O. Smith Corp.; and John P. Clark, Jr., John P. Clark Co.

Among the goals of the guild are these: to promote the full use of gas for industrial, commercial, and institutional applications; to

maintain ethical presentation of recommendations for specification of appliances and the use of gas in accordance with the *Engineers Code* as applicable to sales; to serve as an agency to implement the cooperation or coordination of promotional, educational, or other projects for the good of the gas industry and its present or prospective customers; and to educate members' personnel and present and prospective clients and customers about gas and its origin, characteristics, and applications.

Plank named executive vice-president of New York Natural; Finn to retire as president



R. J. Plank



F. H. Finn

RICHARD J. PLANK has been named executive vice-president of New York State Natural Gas Corp. In a related development, Fenton H. Finn, president of the firm, has announced that he plans to retire on Feb. 1, 1960, and that he will be succeeded by Mr. Plank.

Mr. Plank was previously vice-president for operations of The Peoples Natural Gas Co., which is an affiliate of New York State Natural Gas in the Consolidated Natural Gas Co. system.

Mr. Plank entered the gas industry in 1932, when he joined Lycoming Natural Gas Corp.

He was named civil engineer for both New York State Natural Gas and Peoples Natural Gas in 1936. He became chief civil engineer for Peoples Natural Gas in 1939.

From 1941-59, Mr. Plank progressed through the following positions with Peoples Natural Gas: assistant superintendent of distribution, executive assistant to the president, superintendent of distribution, general superintendent, vice-president, and vice-president for operations.

Mr. Plank is a member of A. G. A., the American Petroleum Institute, and the Pennsylvania Natural Gas Men's Association.

Mr. Finn explained that he is retiring from corporate management to devote his time to his chief interests, geology and engineering. He also plans to work as a consultant on problems of gas production and gas storage.

Mr. Finn began his gas industry career in 1928 as field geologist for subsidiaries of Columbia Gas and Electric Co. He became geologist with New York State Natural Gas and Peoples Natural Gas in 1932 and advanced to chief geologist and production engineer in 1939.

New York State Natural Gas named Mr. Finn vice-president in 1951 and president in

1953.

In 1942, Consolidated Natural Gas, the parent firm, appointed Mr. Finn system geologist, a position he has held ever since. Mr. Finn is also a director of Consolidated Natural Gas.

Mr. Finn has been active in the design and development of many underground gas storage pools, including the Oakford installation (near Pittsburgh), which is the largest gas storage operation in the world. The development of north-central Pennsylvania's Leidy storage pool, which will rank among the largest when completed, also was his responsibility.

In addition, Mr. Finn directed geological work that led to the discovery of Oriskany sand gas pools in Pennsylvania and New York and large shallow-sand gas reserves in Wyoming and McDowell counties, W. Va.

Mr. Finn is a fellow of the Geological Society of America and the American Association for Advancement of Science. He is also a member of A. G. A., the American Association of Petroleum Geologists, the American Institute of Mining and Metallurgical Engineers, and the Engineers' Society of Western Pennsylvania.

Personal and otherwise

Quebec Natural Gas Corp. elects officers, directors

HGREVILLE SMITH, C. B. E., has been elected a director of Quebec Natural Gas Corp.

Mr. Smith is a director of the Canadian Pacific Railway; Royal Trust Co.; the Bank of Montreal; Steel Co. of Canada, Ltd.; Dominion Bridge Co., Ltd.; and The Royal Liverpool Insurance Group.

Other directors of Quebec Natural Gas, all of whom were re-elected, are The Hon. Edouard Asselin, Q. C.; Paul F. Clarke;

Col. Maurice Forget, Q. C.; Albert Langevin; John K. McCausland; Leonard Milano; Horatio Ray Milner, Q. C.; Joseph A. Pagé; Marcel Piché, Q. C.; Frank A. Schultz; and Guy Vanier, Q. C.

The officers of the utility, who were also re-elected, are Mr. Asselin, chairman of the board; Mr. Forget, president; Mr. Milano, executive vice-president and chief executive officer; Mr. Clarke, vice-president; and H. A. B. Stuffmann, secretary and treasurer.

F. G. Hammaker named chief methods engineer at A. G. A.



F. G. Hammaker, Jr.

FORREST G. HAMMAKER, JR., has been named chief methods engineer of the A. G. A. Laboratories.

He succeeds Howard Scott, who resigned to join the staff of Consolidated Natural Gas Co.

Mr. Hammaker will supervise the conduct of requirements investigations studies authorized by the A. G. A. Approval Requirements Committee and its subcommittees and will coordinate both the development of instrumentation and

techniques used in the approval testing of gas equipment by the Laboratories and the field data obtained under A.G.A.'s National Appliance Field Observation Program.

Mr. Hammaker, who joined the Laboratories' research staff as a project engineer in 1951, has worked on projects involving heating and air conditioning and industrial and commercial gas utilization.

Since 1957, he has supervised the Laboratories' research projects on both domestic gas cooking and comparisons of competitive services.

Mr. Hammaker is the author of Laboratories Report No. 1239, *Heat Application to Commercial Range Heavy-Duty Top Sections, Part I: Open Top Ranges*, and the coauthor of Bulletin No. 76 and Report No. 1255.

Payne heads new section



Christy Payne, Jr.

CHRISTY PAYNE, JR., has been named to the new post of system manager of market development for Consolidated Natural Gas Co.

The market development department has been established to aid the utility's subsidiary companies in the development of industrial markets.

The subsidiaries with which Mr. Payne will be associated are The East Ohio Gas Co., Lake Shore Pipe Line Co., The Peoples Natural Gas Co., New York State Natural Gas Corp., Hope Natural Gas Co., and The River Gas Co.

Mr. Payne joined Peoples Natural Gas in 1933. He became sales manager and a director in 1940 and vice-president in 1947.

Mr. Payne is chairman of A. G. A.'s Gold Star Gas Appliance Committee.

He is also a director and past president of the Pennsylvania Natural Gas Men's Association.

Campbell retires from Transcontinental Gas Pipe Line

CG. "DOC" CAMPBELL retired on Sept. 1 as assistant treasurer of Transcontinental Gas Pipe Line Corp.

Mr. Campbell spent 36 years in supervisory and executive capacities in the field of public utility accounting and finance.

He joined Transcontinental Gas Pipe Line in 1949 as a corporate officer.

Before that, Mr. Campbell was associated with Western Public Service Corp., Stone and Webster Service Corp., Atlanta Gas Light Co., and Tampa Electric Co.

Names in the news—a roundup of promotions and appointments

UTILITY

Northwest Natural Gas Co. has elected **Kathleen G. Skinner** assistant secretary and **Joseph S. Long** assistant treasurer. Both positions were held formerly by the late **Noble H. Stephens**. Miss Skinner, who has been administrative assistant to the president since 1953, will continue in that post. Mr. Long, who has been serving as assistant controller, will retain that position. Mr. Stephens, who had been with the company for 36 years, died on Aug. 22. In a related development, **David W. Martin** was named both manager of general accounting and assistant controller.

Robert B. Batten has been named assistant chief engineer for Michigan Consolidated Gas Co. Mr. Batten, who joined the company in 1949 as a junior engineer, became assistant to the chief engineer in 1957.

George K. Kline has been promoted to general superintendent of The Peoples Natural Gas Co. He joined the company in 1946 and became assistant to the general superintendent in 1958. He has been succeeded by **Robert C. Swagler**, who was previously manager of the utility's western division.

Martin J. McCullough has been appointed assistant manager of industrial relations for Northern Indiana Public Service Co. Mr. McCullough, who started with the utility in 1929, became manager of employment and employee welfare in 1952.

Richard S. Maxwell has been promoted to district supervisor of customer accounting in Columbus for The Ohio Fuel Gas Co. Mr. Maxwell, who became associated with the company in 1947, was appointed Columbus district credit manager in 1955. In another development, **Fred Fowler**, Zanesville district plant manager, retired on Oct. 1. Mr. Fowler, who joined the utility in 1923, became district plant manager in 1928. **Patricia Gates** has been appointed home service adviser for the company in Logan, New Lexington, and McConnelsville. **Ralph N. Mahaffey** has been named to the utility's legal staff. He was previously chief attorney examiner for the Ohio Public Utilities Commission.

Oscar V. Sessoms, Jr., has been named manager of Virginia Electric and Power Co.'s real estate department. He succeeds the late **F. W. Collins**. Mr. Sessoms, who has been with the company since 1927, was appointed assistant to the operating manager in 1955.

James D. Perley has been appointed director of employee relations for Consolidated Natural Gas Co. He was formerly assistant vice-president of personnel for Westinghouse Air Brake Co.

W. A. "Bill" Holcomb, Jr., has been promoted to manager of the insurance and pensions department of Transcontinental Gas Pipe Line Corp. Mr. Holcomb, who joined the firm eight years ago, has been serving as assistant manager of the department. He succeeds **A. E. Bryan**, who was recently elected assistant treasurer.

Harold P. Mueller, Sr., president and general manager of Mueller Climatrol, division of Worthington Corp., has been

elected to the board of directors of Milwaukee Gas Light Co. Mr. Mueller is also a director of Worthington.

MANUFACTURER

Frank P. Kelly has been named manager of manufacturing operations for the Brown instruments division of Minneapolis-Honeywell Regulator Co. He succeeds **Frank M. Rea**, who was recently assigned to the company's industrial products group as a consultant in industrial engineering, tooling, and subcontracting. Mr. Kelly who joined the division in 1943, has been serving as general superintendent.

Karl L. Bedell has been appointed director of engineering of Williams Furnace Co., a division of Continental Materials Corp. Mr. Bedell was previously associated with Holly-General Co.

C. Wayne Doran has been named regional sales manager for Empire Stove Co. He will direct sales activities in Tennessee, Arkansas, eastern Texas, northern Mississippi, and northern Louisiana. Mr. Doran was formerly general manager of Kengas, Inc., a subsidiary of Western Kentucky Gas Co.

Newton Zahniser has been appointed sales manager for Superior Meter Co. He was previously assistant to the president of Norton-McMurray Manufacturing Co.

Kenneth Junker has been named factory representative for The Payne Co.'s heating and air conditioning products in Minnesota, Iowa, North Dakota, and South Dakota.

Caloric Appliance Corp. has announced several personnel changes. **James J. Ruch** has been named assistant division manager in charge of utilities in the New York metropolitan area. Mr. Ruch, who joined the company in 1949, has been serving as a divisional representative. **William T. Swengros, Jr.**, has been appointed to succeed Mr. Ruch. Mr. Swengros was formerly associated with Foster Refrigerator Corp. and Central Hudson Gas and Electric Corp. **Robert A. Clark** has been promoted to manager of the product styling department. Mr. Clark, who started with Caloric Appliance in 1955, has been serving as associate product designer. **Peter L. Helgeson** has been named to succeed Mr. Clark. **Philip Sheehan** has joined the company as a sales representative. He will work in the southeastern sales district. **Charles Cornea** has joined the firm's sales staff in Michigan. He was previously associated with Nash-Kelvinator and Consumers Power Co.

Brigadier General Joseph M. Colby, former deputy commanding general of the United States Army Ordnance Missile Command at Redstone Arsenal, Ala., has been named to the new position of vice-president of engineering for Rockwell Manufacturing Co. The appointment became effective on Oct. 1, when General Colby retired from his military post. As a result of the creation of the new vice-presidency, **C. A. Wiken** became vice-president of research and development. He was previously vice-president of research and engineering. In another development, the company has

announced the promotion of three men to newly created positions. **Edward W. Wenrich** has been named headquarters office manager for the meter and valve and municipal and utility sales divisions. **Charles D. Scott** has been appointed headquarters office manager for the power tool division. **Eugene A. Lewicki** has been promoted to headquarters office manager for the advertising and public relations divisions. Mr. Wenrich joined the firm in 1947 and became assistant sales office manager in 1955. Mr. Scott started with the utility in 1952 and became a supervisory staff assistant in the power tool division in 1955. Mr. Lewicki joined the company in 1941 and became a supervisory staff assistant in the advertising department in 1953. Finally, the company has named **W. Thomas Gettig** vice-president and general manager of The LFM Manufacturing Co., a wholly owned subsidiary of Rockwell Manufacturing. Mr. Gettig joined Edward Valves, Inc., another subsidiary, in 1933. He became assistant to the vice-president of the parent firm's meter and valve division in 1957.

Ed Rapier has been promoted to a staff marketing assistant for The Maytag Co. He joined the firm in 1958 and became a marketing apprentice in May. In another development, **William A. Eft**, Minneapolis regional manager, retired. Mr. Eft joined Maytag in 1929.

Robert Walker has been appointed manufacturing services manager for Cribben and Sexton Co. He was formerly manufacturing services manager for Waste King Corp.

Thomas J. McSweeney has been appointed manager of the newly formed data processing, systems, and procedures department of Norge Division of Borg-Warner Corp. He joined the firm in 1956 as tabulating department supervisor.

J. J. Condon has been named general manager of Whirlpool Corp.'s St. Joseph division. He joined Whirlpool in 1956 as director of industrial relations.

Argo G. Pison has been named manager of quality control of the Bridgeport Thermostat division of Robertshaw-Fulton Controls Co. He was formerly quality control coordinator for General Electric Co. In another development, **Ralph J. Davidson** was appointed district sales manager for the Pacific Southwest for the company's Grayson Controls division. Mr. Davidson joined the firm as sales representative in the Grayson division in 1956.

OTHER

Fred W. Hainer, executive vice-president of Cleaver-Brooks Co. and president of Springfield Boiler Co., has been named a trustee and executive committee member of the American Boiler Manufacturers Association. The appointment is for three years.

Norman W. Boyle, editor of *Maytag Bulletin*, The Maytag Co.'s weekly employee publication, has been elected president of the Iowa Industrial Editors Association.

Theodore E. Casselman, Jr., has been named manager of Stone and Webster Engineering Corp.'s New York office. Mr.

Casselmann joined the company in 1940 and became assistant engineering manager in the Boston office last year.

A. W. Peabody has been appointed supervising engineer of the corrosion engineering group of Ebasco Services, Inc. He joined the firm 22 years ago. Mr. Peabody

is a member of A. G. A.'s Subcommittee on Underground Corrosion. Frederick C. Gardner, P. E., president of Ebasco, has received the "annual award for distinguished services to the engineering profession" of the New York Chapter of the New York State Society of Professional Engineers.

M. J. White retires from Public Service Electric and Gas

MARTIN J. WHITE, transmission and distribution engineer in Public Service Electric and Gas Co.'s gas distribution department, has retired after 43 years.

Mr. White joined the company in 1916 as a cadet engineer. He became assistant superintendent in the Orange-Montclair gas distribution department in 1922, superintendent of the gas distribution department in the North Hudson district in 1923, and assistant division engineer in the Hudson division in 1934.

In 1946, he was transferred to the general

office of the gas distribution department in Newark as assistant general superintendent of distribution.

He became transmission and distribution engineer in 1956.

Mr. White is a licensed Professional Engineer in New Jersey. He is also a member and a past chairman of the Subcommittee on Cast Iron Standards of A. G. A., a charter and honorary life member of the Society of Gas Operators, and a member of the New Jersey Gas Association.

Panhandle Eastern names 3 vice-presidents

PANHANDLE EASTERN PIPE LINE CO. has elected Robert B. Harkins, Edward J. Ingram, and Francis J. McElhatton vice-presidents.

Mr. Harkins, who started with the company in 1931, will be in charge of production and supply.

Mr. Ingram, who joined the firm earlier

this year, will be in charge of rates and economics. He was formerly a director and vice-president of Jersey Central Power and Light Co. and New Jersey Power and Light Co.

Mr. McElhatton, who has been with Panhandle Eastern Pipe Line since 1936, will be in charge of gas transmission and gathering.

the Advisory Council.

Mr. Adams is survived by his widow, Rachel, one son, one daughter, five grandchildren, one brother, and two sisters.

Lloyd B. Edenfield

plant staff engineer for Public Service Electric and Gas Co., died Sept. 23. He was 59.

Mr. Edenfield joined the utility as a cadet engineer in 1926. He became assistant to the engineer at the Harrison gas plant in 1929, and assistant superintendent and, subsequently, superintendent at the West End gas plant in 1945.

He was named superintendent of the Paterson gas plant in 1951 and staff engineer of that plant in 1956.

Mr. Edenfield was a member of A. G. A., the New Jersey Gas Association, and the Montclair Society of Engineers.

He is survived by his widow and a son.

John H. Eiseman

former gas chemistry specialist with the National Bureau of Standards, died on Sept. 29 after a heart attack. He was 61.

Mr. Eiseman joined the gas chemistry section of the Bureau of Standards in 1916. He later became a specialist in gas chemistry and gas process development.

He received the Bureau of Standards' "silver medal of meritorious service in the public interest" in 1954 and an A. G. A. award of merit in 1956.

Mr. Eiseman retired in 1957 to become a private fuel consultant.

He is survived by his widow, Ada, two sons, one daughter, seven grandchildren, and one brother.

CONVENTION CALENDAR

1959

NOVEMBER

30-Dec. 2 •A. G. A.-EEI Electronic Accounting Seminar, St. Francis Hotel, San Francisco, Calif.

DECEMBER

1-4 •National Warm Air Heating and Air Conditioning Association, Annual Convention, Chase Hotel, St. Louis, Mo.

9 •ASA 1959 Annual Meeting and Standards Council Meeting, Plaza Hotel, New York, N. Y.

1960

FEBRUARY

1-4 •American Society of Heating, Refrigerating and Air Conditioning Engineers, Semiannual Meeting, Memorial Auditorium, Dallas, Texas.

4-6 •A.G.A. Home Service Workshop, Drake Hotel, Chicago, Ill.

15-16 •A. G. A.-EEI Final Conference Planning Meeting, Sheraton-Cadillac Hotel, Detroit, Mich.

24-28 •American Institute of Laundering, Annual Meeting, Chicago, Ill.

29-March 2 •General Management Section Conference, Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

MARCH

3-4 •Committee on Natural Gas Reserves, Western Hills Lodge, Waggoner, Okla.

7-10 •American Society of Bakery Engineers, Annual Meeting, Chicago, Ill.

14-18 •National Association of Corrosion Engineers, Annual Convention, Dallas, Texas.

21-23 •Mid-West Gas Association, Annual Meeting and Convention, Hotel St. Paul, St. Paul, Minn.

24-25 •New England Gas Association, Annual Meeting, Hotel Statler, Boston, Mass.

24-25 •Oklahoma Utilities Association, Annual Convention, Biltmore Hotel, Oklahoma City, Okla.

30-April 1 •Gas Appliance Manufacturers Association, Annual Meeting, The Greenbrier, White Sulphur Springs, W. Va.

OBITUARY

Ben C. Adams, Sr.



B. C. Adams, Sr.

chairman of the board of The Gas Service Co. and a member of A. G. A.'s Advisory Council, died on Oct. 14 after a heart attack. He was 79.

Mr. Adams began his utility career in 1903 with Madison Gas and Electric Co. Shortly thereafter, he met Henry L. Doherty, founder of the

Cities Service system. In 1906, Mr. Adams became general superintendent of Mr. Doherty's Lincoln, Neb., utility.

Until 1925, Mr. Adams served utilities in the Cities Service system as a roving, trouble-shooting vice-president and general manager.

In 1925, Mr. Adams began organizing Gas Service, a company that is composed of a number of former Cities Service subsidiaries. From then until 1940, he was vice-president and general manager of Gas Service. He became president in 1940 and chairman of the board in 1956.

A member of A. G. A., Mr. Adams was also a member of its Board of Directors from 1950-55. In 1955, he became a member of

Personnel service

SERVICES OFFERED

Gas Engineer—graduate mechanical engineer with four years experience in gas industry, including LP-Gases and devices for the production of oil gas. Experience as assistant resident engineer and designer. Seeking position heading up design and development program. Immediately available. Detailed resume on request. Salary open. Married. Age 30. 1963.

Plant Manager, Production Superintendent, Technical Manager—Eight years experience in chemical engineering both with the government (Ordinance Corps) and the chemical industry (DuPont). Good technical background and eight years supervisory experience. Well versed in business economics, development and process improvement work. Graduate of West Point and the University of Michigan. 1964.

Manager-Stores and Automotive Operations—extensive experience in a large U. S. utility. Experience includes design and installation of company-wide IBM stores system. Developed guide to location, design, construction, organization of major warehouses. In automotive field, developed and installed a program of fleet cost reduction and measurement, scheduled preventive maintenance, standardization and mechanic training. Presently superintendent of maintenance for a seven-state fleet of 2,300 vehicles. 1965.

Field and/or Sales Engineer—22 years experience with all types and phases of gas heating and air conditioning equipment. Directly responsible for 24,000 central gas heating plants and air conditioning units. This consisted of heat loss and heat gain calculations from blue prints for sizing equipment and estimating operational costs. Field checking and adjusting new installations. Registered in Ohio and New York states as professional engineer. Married, have three children, will relocate, age 40. 1966.

December Graduate—gas fuel department, Southern Technical Institute, unit of Georgia Tech., desires position in gas industry or related field. Good technical and liberal arts background. Also trained in petroleum sales but limited in experience. Married. Prefer Midwest. 1967.

POSITIONS OPEN

Engineering Graduate—for expanding, medium-sized gas public utilities consulting engineering firm. Should have interest in business

economics and finance and three to six years experience preferably in gas public utilities operations. Send resume. 0906.

Rate Engineer—nationally known consulting firm has position with exceptional opportunity for graduate engineer having several years diversified training with operating gas or electric utility, with particular emphasis on cost of service determination and rate design experience. Knowledge of regulatory procedures desirable. Headquarters, Washington, D. C. Send detailed resume of experience and salary desired. 0907.

Gas Engineer—central Illinois utility has opening for graduate engineer with two to five years experience. Work primarily in distribution design and planning. Send resume of education, experience and salary expected. All replies held confidential. Our employees know of this advertisement. 0908.

Sales Engineer—established specialty manufacturer of hydronic gas heating and cooling equipment for residential and commercial applications, requires aggressive sales personality with engineering background who can present product line to jobbers, contractors, engineers and utilities. Must prepare heating layouts and render field assistance. Good remuneration plus commission and advancement to qualified applicant. Location, Eastern seaboard. Submit complete resume of education and experience. 0910.

Gas Engineer—natural gas utility in Middle Atlantic states desires graduate engineer. Vacancies exist due to advancing age of present staff. Salary open. Send complete resume. 0911.

Gas Heating Sales Engineer—medium size utility in Middle Atlantic states desires man with heating sales experience. Send resume in confidence. Salary open. 0912.

Research Engineer—degree in petroleum, chemical or mechanical engineering for expanding work on problems in gas transmission and allied fields. Unusual opportunity for professional development. Industry-wide contacts. Education opportunities. Competitive salary. 0913.

Staff Corrosion Technician—natural gas utility operating in Texas, New Mexico, Arizona, and Colorado needs staff corrosion technician with minimum of two years experience as corrosion technician and capable of designing cathodic protection installations, both sacrificial and rectifier anodes, to initiate protection program in El Paso, West Texas and Carlsbad districts. Age 26-40. Headquarters.

El Paso. Travel required. Car furnished. Please include complete resume of qualifications in application. 0914.

Gas or Chemical Engineers—recognized leader in industrial instrumentation industry, located in New England, has openings in its gas industries division, home office, for sales-minded engineers. Must be graduate engineers with several years of instrumentation or process control experience in the gas, petroleum or chemical industries. Duties involve application engineering, assisting in design and development of instruments and systems, and customer contact, involving some travel. The ability to work with our customers, sales personnel and home office engineering departments is important. Send complete resume. 0915.

Comptroller and Assistant Treasurer—accountant to take complete charge of Accounting Department of public utility operating in New York State communities, with non-utility subsidiaries. Supervise 15 accounting personnel in central and six branch offices; must be familiar with preparation of corporate and consolidated financial statements, operating and cash budget forecasts, and accounting exhibits in rate proceedings. Financial background, including taxes, should contribute toward company program for fund utilization. Opportunity for advancement to Treasurer. Send detailed resume including photograph. Starting range—\$12,000. 0916.

Distribution Superintendent—a small fast-growing independent natural gas utility located in Midwest has opening for distribution superintendent. Excellent opportunity for advancement. Send full resume of experience and background, also salary requirement. 0917.

Industrial Engineer—Northeastern Pennsylvania utility has position open for an industrial engineer with I.E. degree with experience or equivalent. Salary open. Position requires contacting large commercial and industrial customers to convert them from other fuels. Send complete resume including education, experience, references and salary expected. 0918.

Industrial and Commercial Sales Engineer—Southeast Wyoming utility has opening for sales engineer. E.E. or M.E. degree preferred or experience equivalent. Excellent working conditions and fringe benefits. Salary plus commission commensurate with ability and experience. An excellent opportunity in a rapidly expanding growth area. Send complete resume. Replies held in confidence. 0919.



R. E. DuVall

R. E. Seymour

RICHARD E. DuVALL and ROBERT E. SEYMOUR have been elected vice-presidents of The Peoples Natural Gas Co. Mr. DuVall, who was formerly general superintendent, will direct operations. Mr. Seymour, who was previously assist-

ant to the president, will be in charge of the administration of the company's short- and long-term plans for gas supply, future gas requirements, facilities, budgetary control system, and other non-operating phases of business.

Mr. DuVall joined the firm's engineering department in 1936 and became Glenshaw manager in 1946. He was transferred to the Pittsburgh office as chief civil engineer in 1947. He became assistant superintendent of distribution in 1952, superintendent of distribution in 1954, and general superintendent in 1958.

Mr. Seymour joined the utility's treasury department in 1939. He was named assistant treasurer in 1952 and assistant to the president in 1958.

Messrs. DuVall and Seymour are both members of A. G. A.



H. B. Wood

United promotes H. B. Wood

HARRY B. WOOD has been elected executive vice-president of United Natural Gas Co. Mr. Wood joined the company in 1924 at Oil City, where he served as utility man, bookkeeper, and salesman. He was transferred to St. Marys in 1928 and became an agent there in 1929. Mr. Wood was transferred to Greenville as commercial manager in 1935 and to Sharon as western district commercial manager in 1945. In 1949, he went back to Oil City as chief district commercial manager. He became vice-president in 1953.

A.G.A. advisory council

E. R. ACKER.....Poughkeepsie, N. Y.
 J. B. BALMER.....New York, N. Y.
 F. M. BANKS.....Los Angeles, Calif.
 L. L. BAXTER.....Fayetteville, Ark.
 D. B. W. BROWN.....New York, N. Y.
 A. G. BUR.....Green Bay, Wis.
 F. D. CAMPBELL.....Cambridge, Mass.
 STUART COOPER.....Wilmington, Del.
 W. C. DAVIS.....Chicago, Ill.
 J. F. DONNELLY, SR.....Milwaukee, Wis.
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 W. M. ELMER.....Owensboro, Ky.
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 Man. Dir.—W. H. Dalton, 2532 Yonge St., Toronto, Ontario.

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American Gas Association

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WASHINGTON OFFICE • Room 804, Securities Bldg., 729-15th St., N.W., Washington 5, D. C.

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Industrial and Commercial Gas Section.....	FRED A. KAISER.....	Michigan Consolidated Gas Co., Detroit, Mich.
Operating Section.....	J. T. INNIS.....	Northern Natural Gas Co., Omaha, Nebr.
Residential Gas Section.....	H. WILLIAM DOERING.....	Springfield Gas Light Co., Springfield, Mass.

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Assistant Managing Director.....JOHN W. WEST, JR.
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